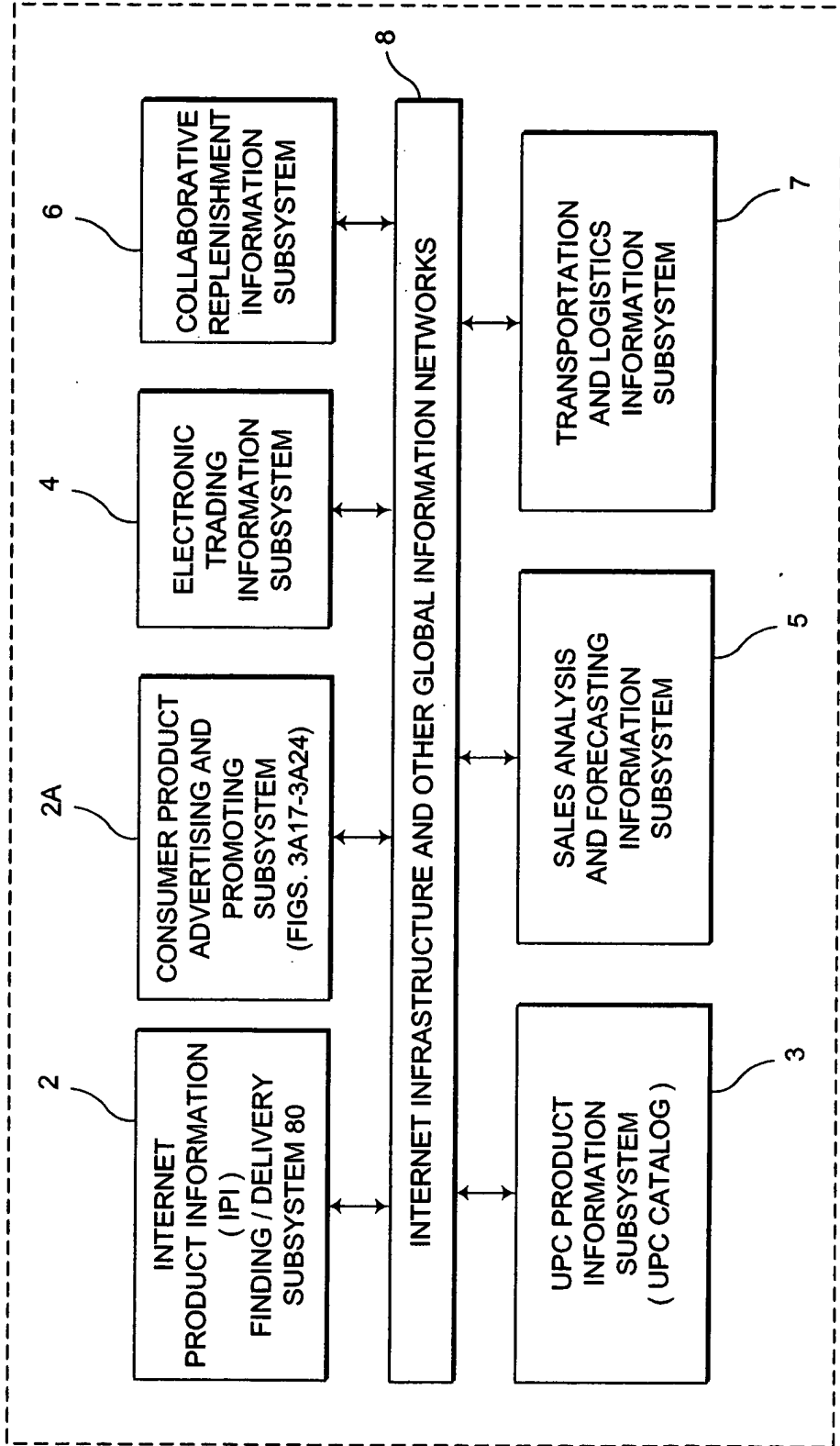


1/19046



1 First Illustrative Embodiment

FIG. 1

2/1046

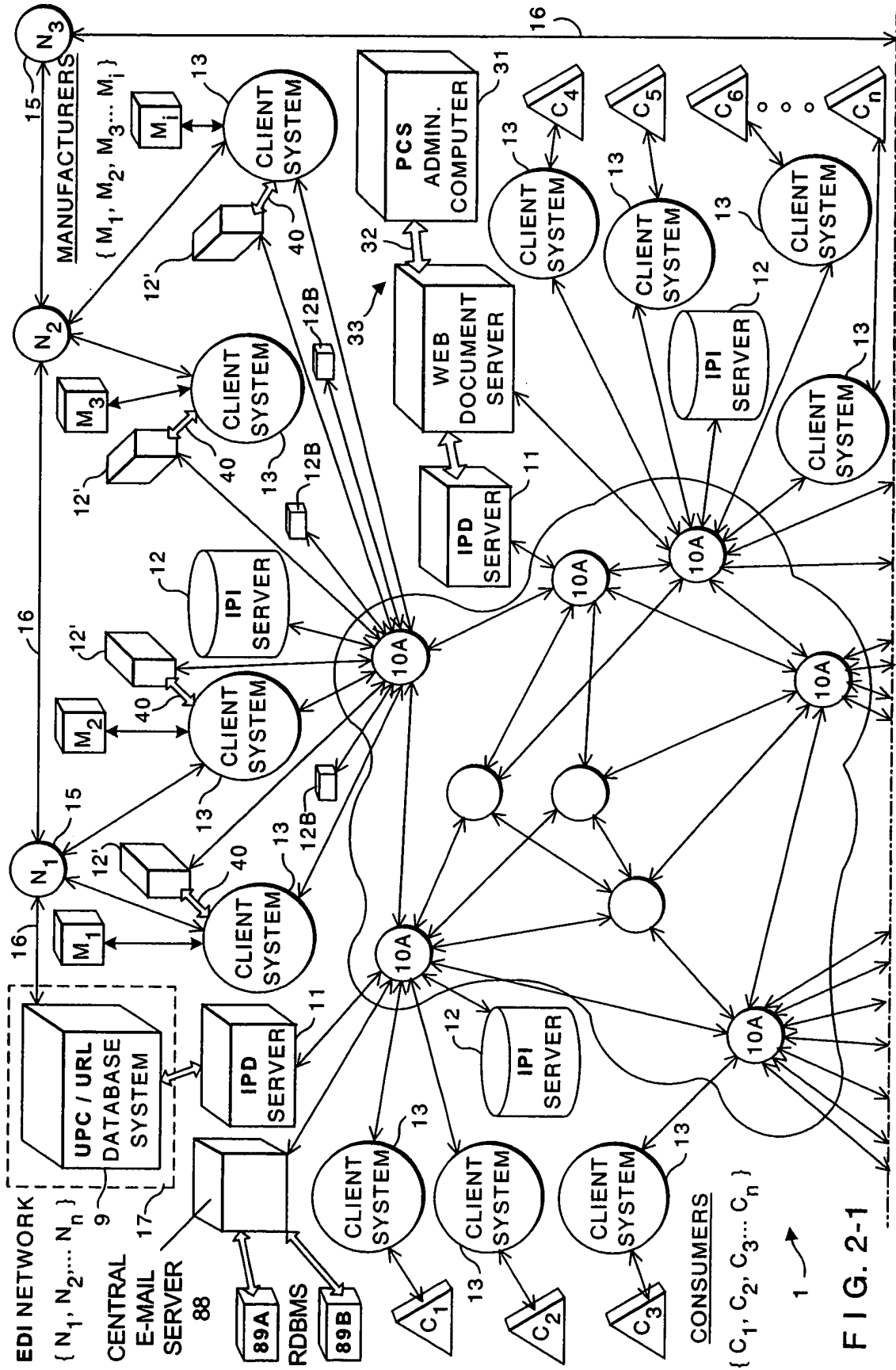


FIG. 2-1

3/1046

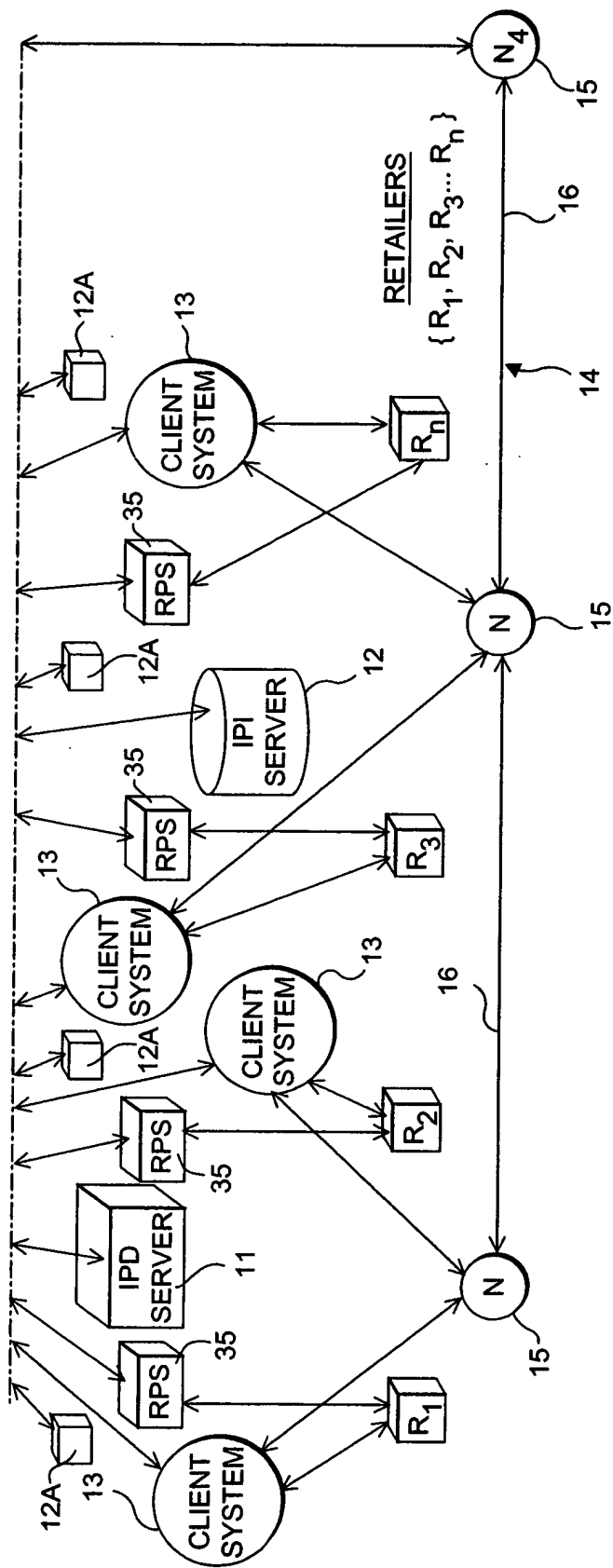
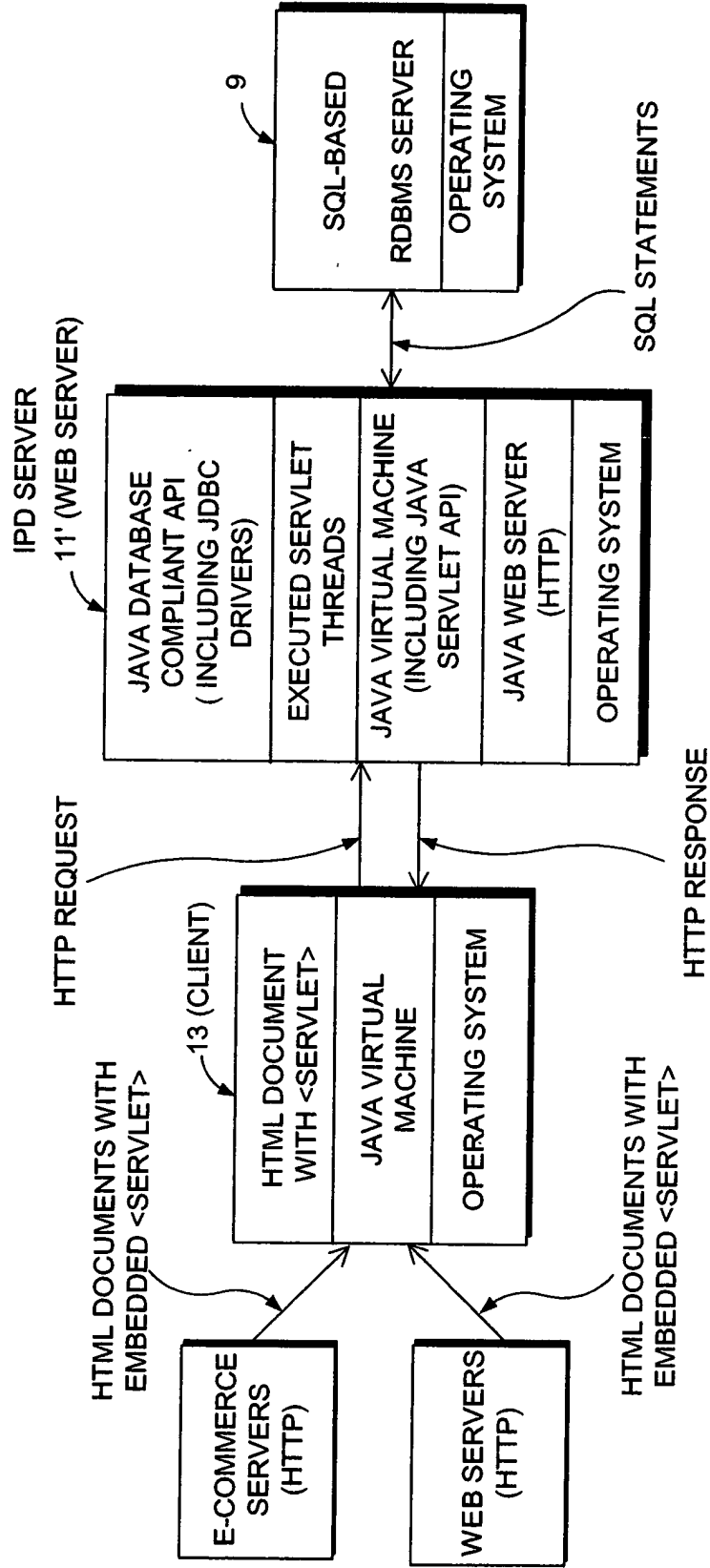


FIG. 2-2

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS



6/1046

FIG. 2B1

7/1046

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND CGIS

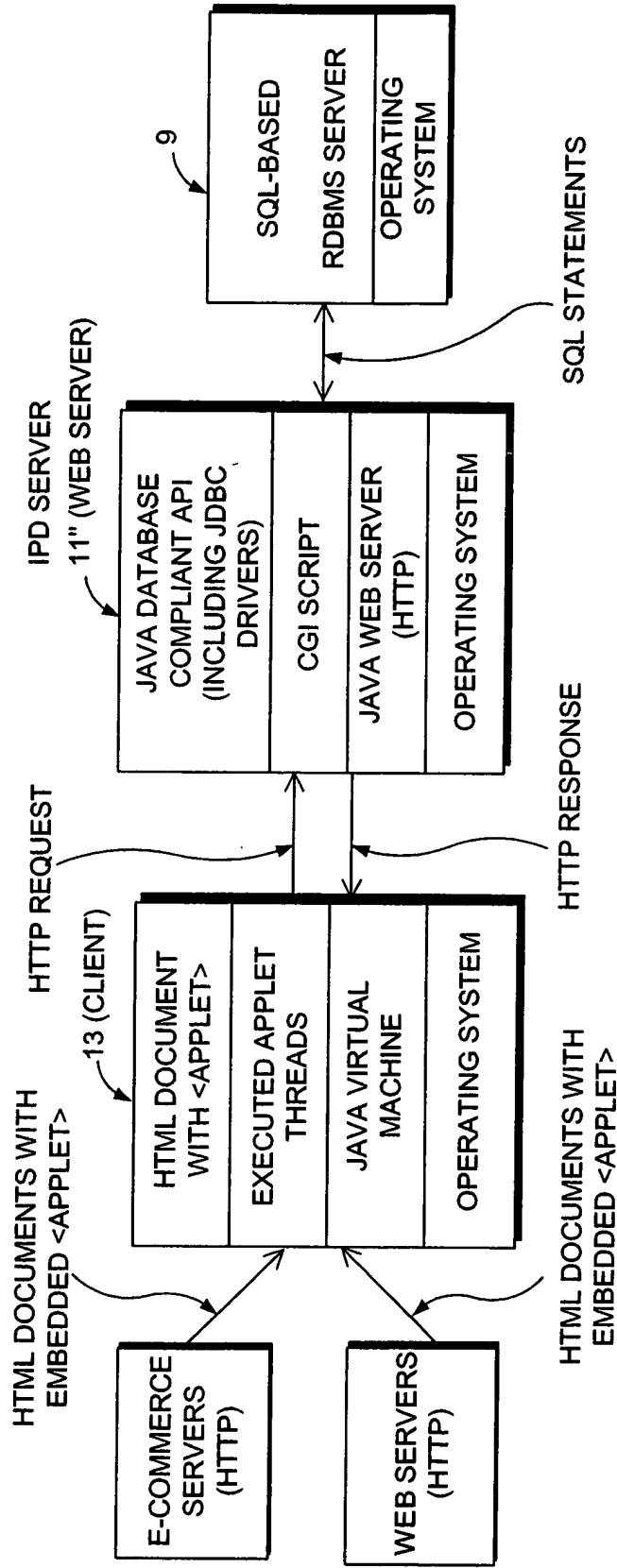


FIG. 2B2

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS

8/1046

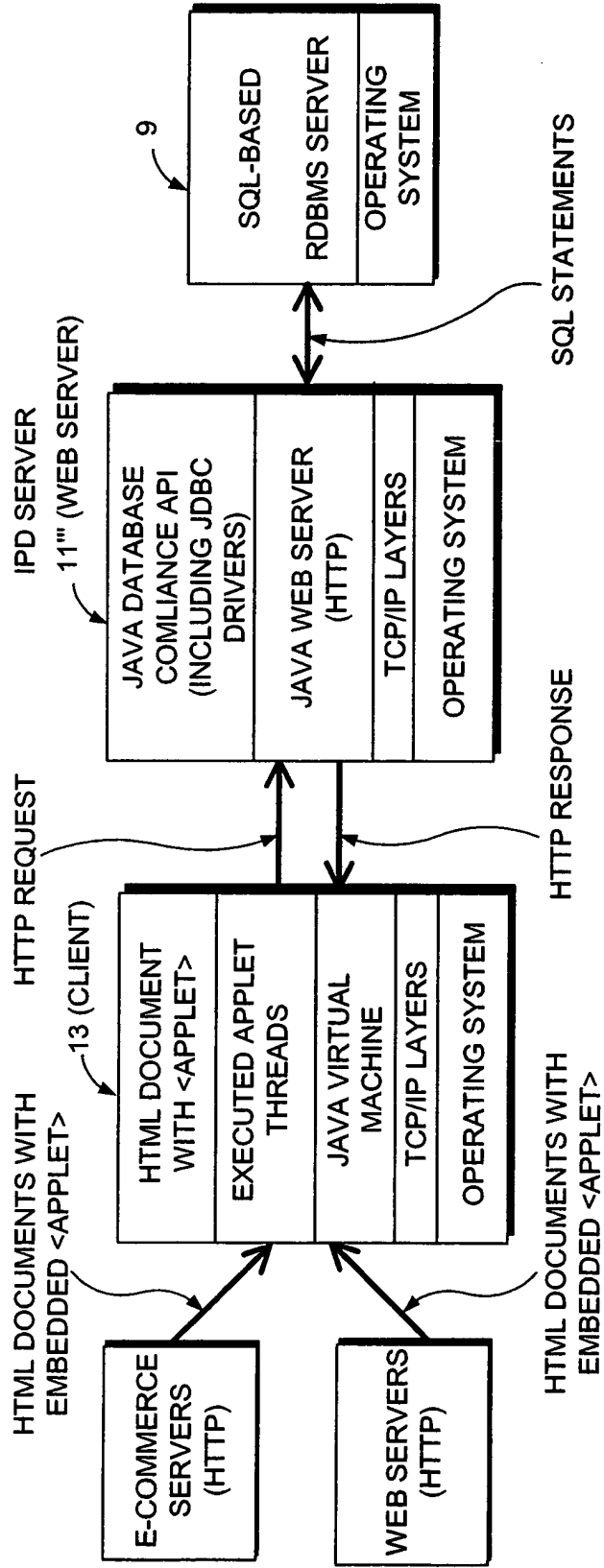


FIG. 2B3

9/1046

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER

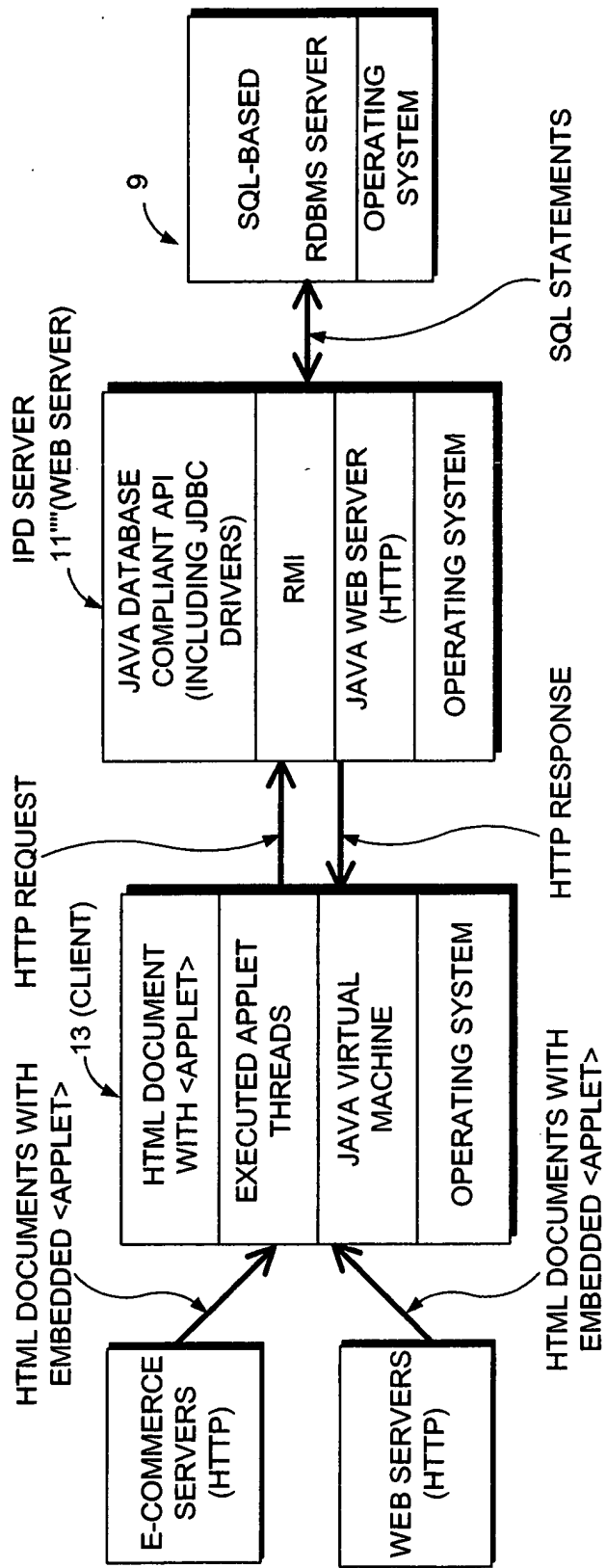


FIG. 2B4

DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

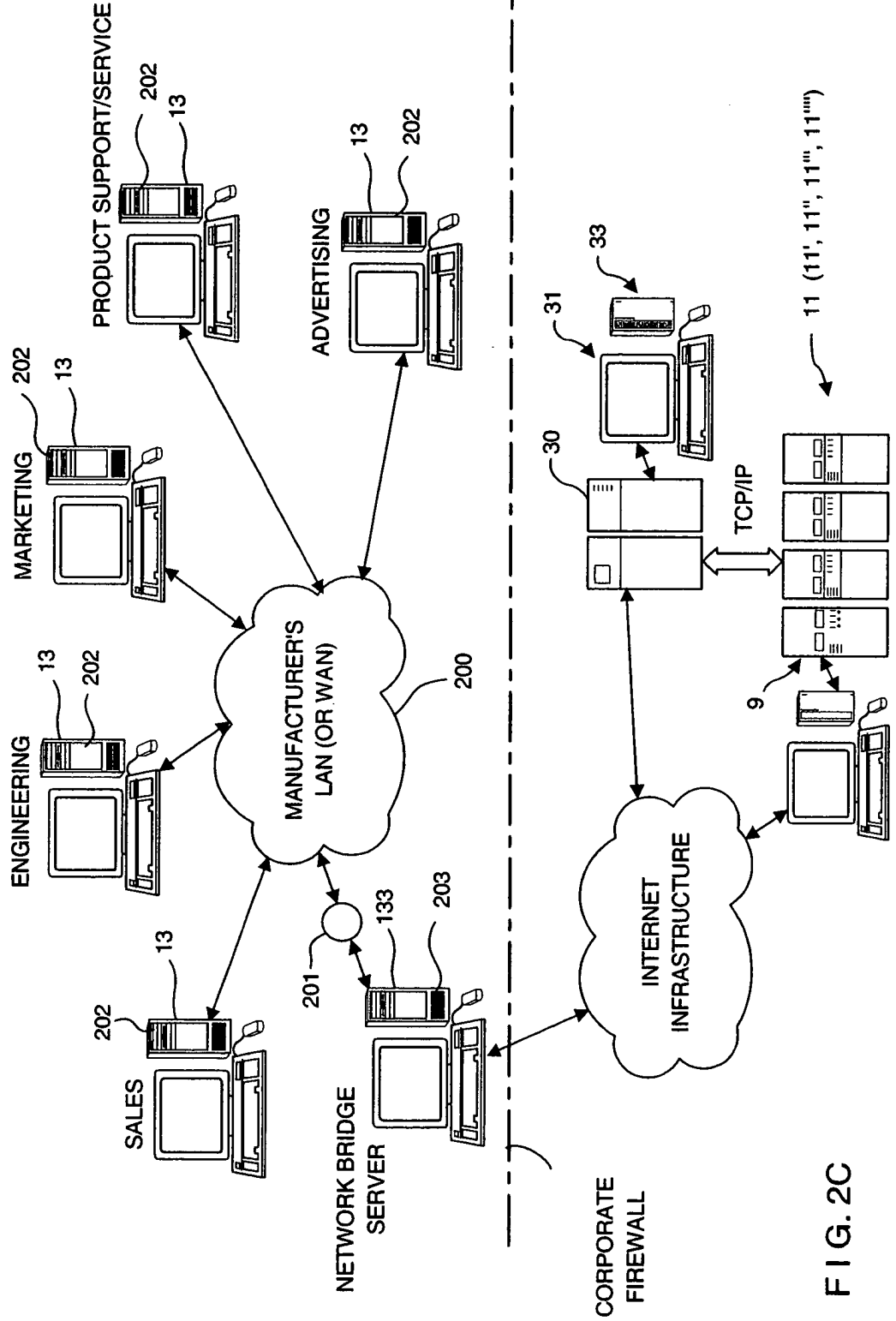
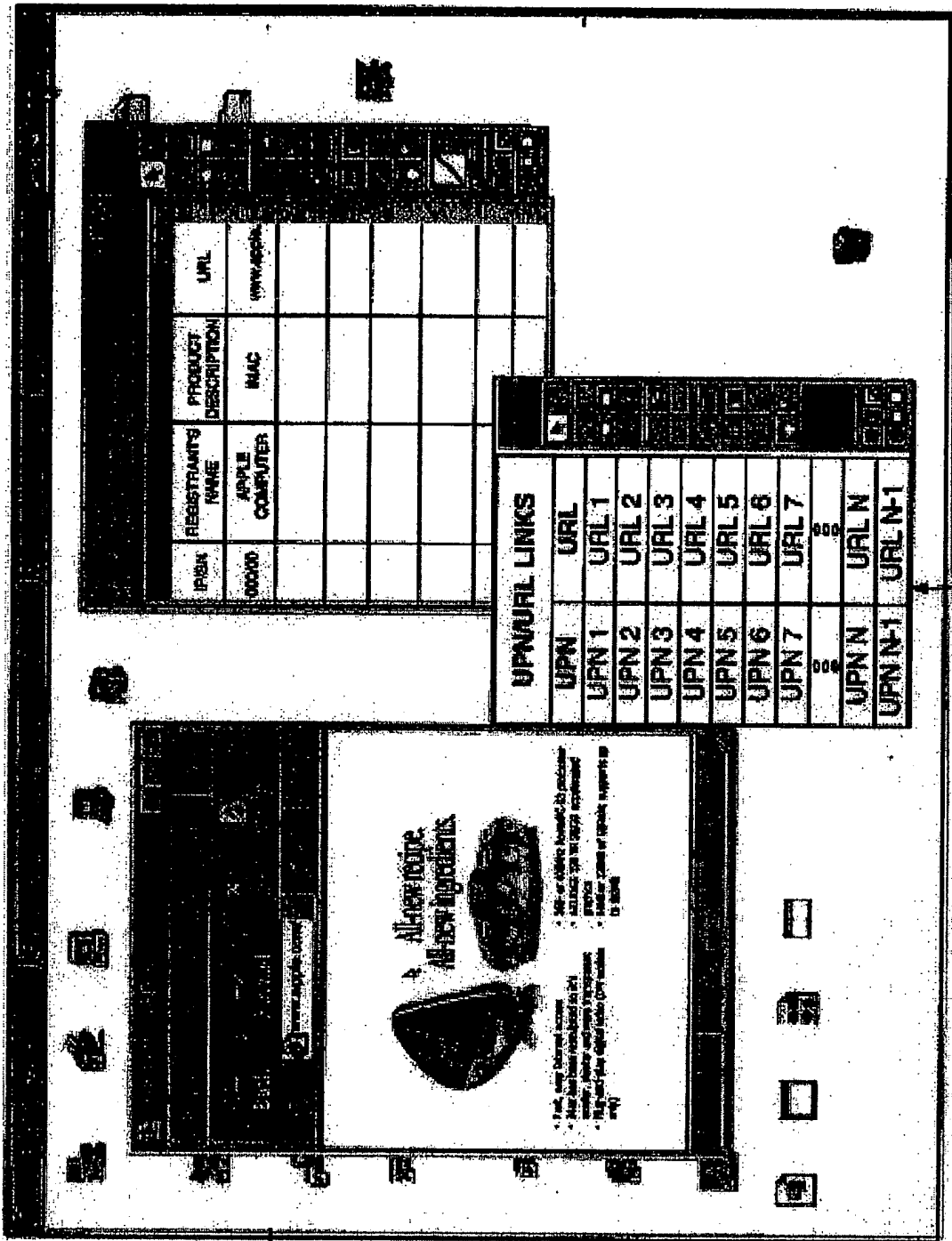


FIG. 2C

11/1046



400

FIG. 2C1

12/1046

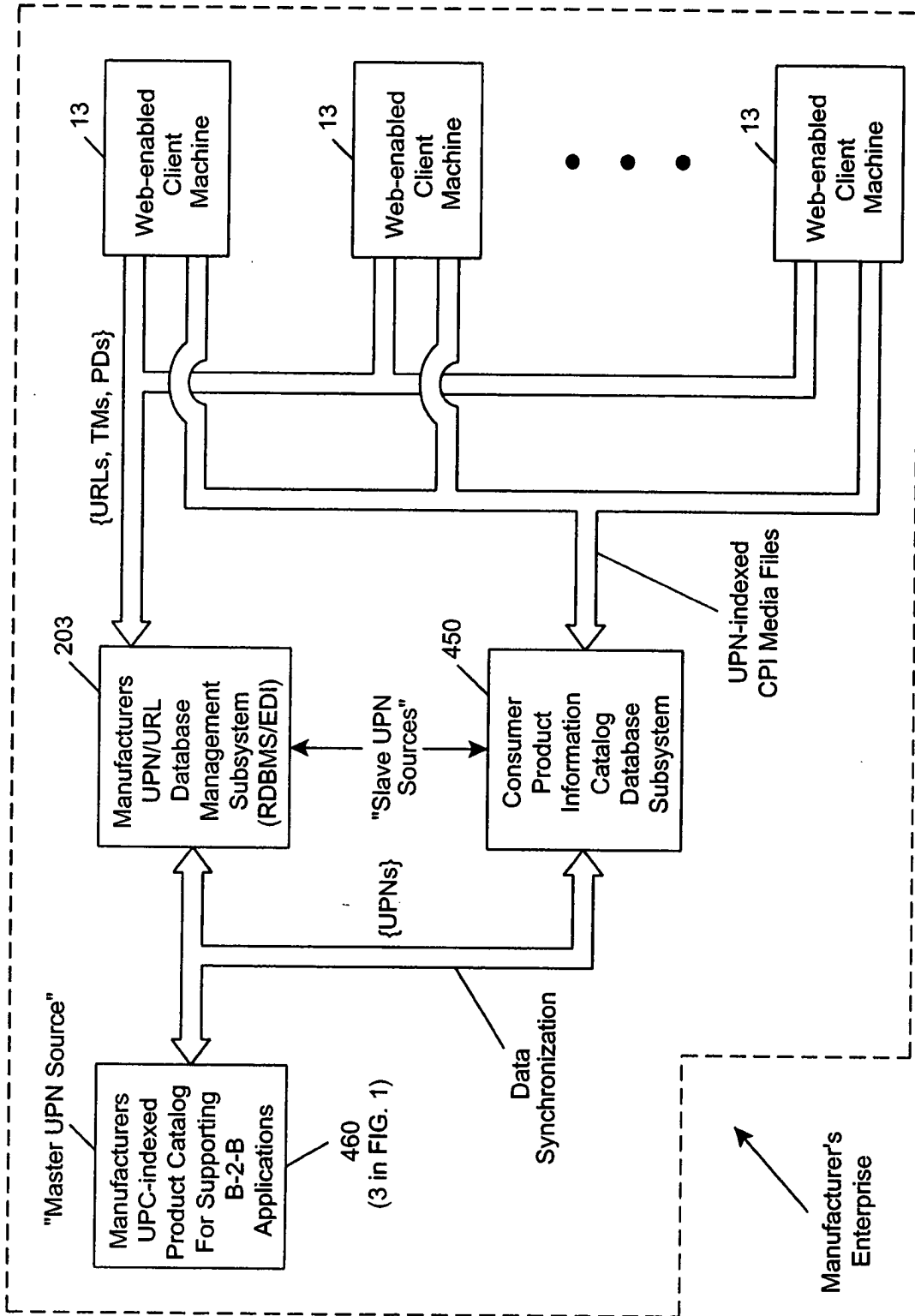


FIG. 2C2

DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

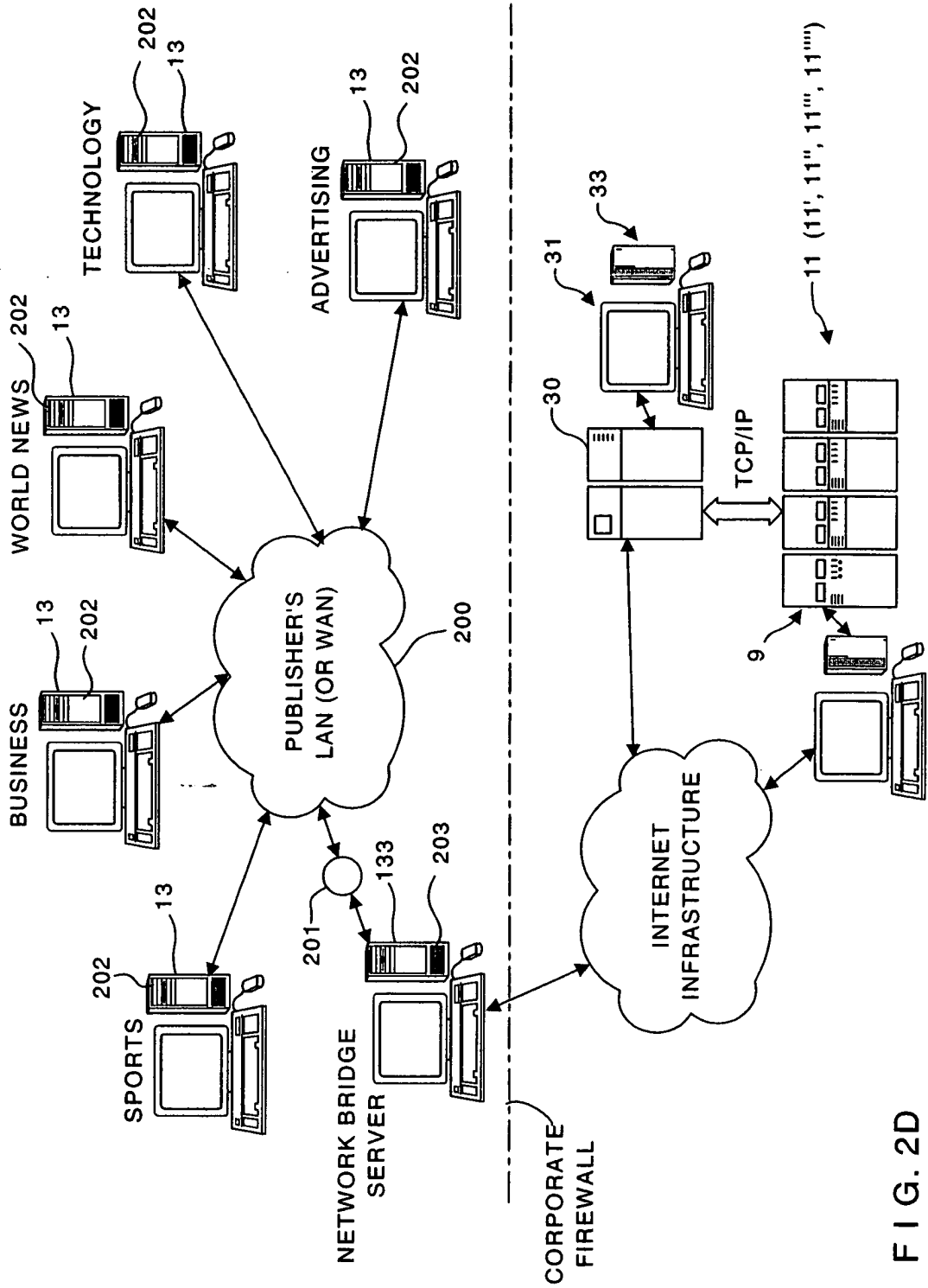


FIG. 2D

15/1046

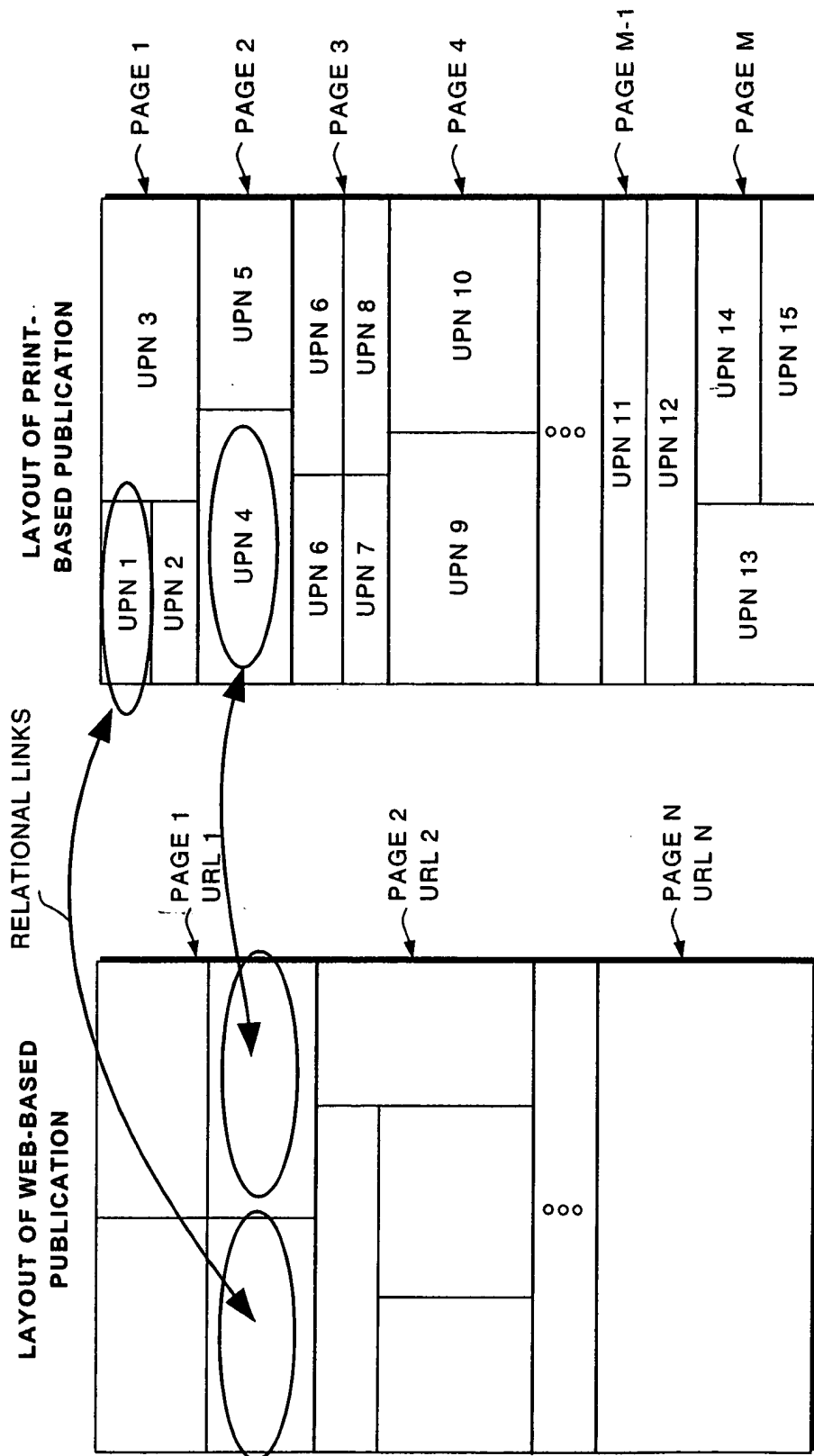


FIG. 2E1

FIG. 2E2

16/1046

UPN/URL LINKS	
UPN	URL
UPN 1	URL 1
UPN 2	URL 2
UPN 3	URL 3
UPN 4	URL 4
UPN 5	URL 5
UPN 6	URL 6
UPN 7	URL 7
UPN 8	URL 8
UPN 9	URL 9
UPN 10	URL 10
UPN 11	URL 11
UPN 12	URL 12
UPN 13	URL 13
○ ○ ○	○ ○ ○
UPN N	URL N
UPN N-1	URL N-1

400

FIG. 2E3

17/1046

COMPOSITION/EDITORIAL MODE

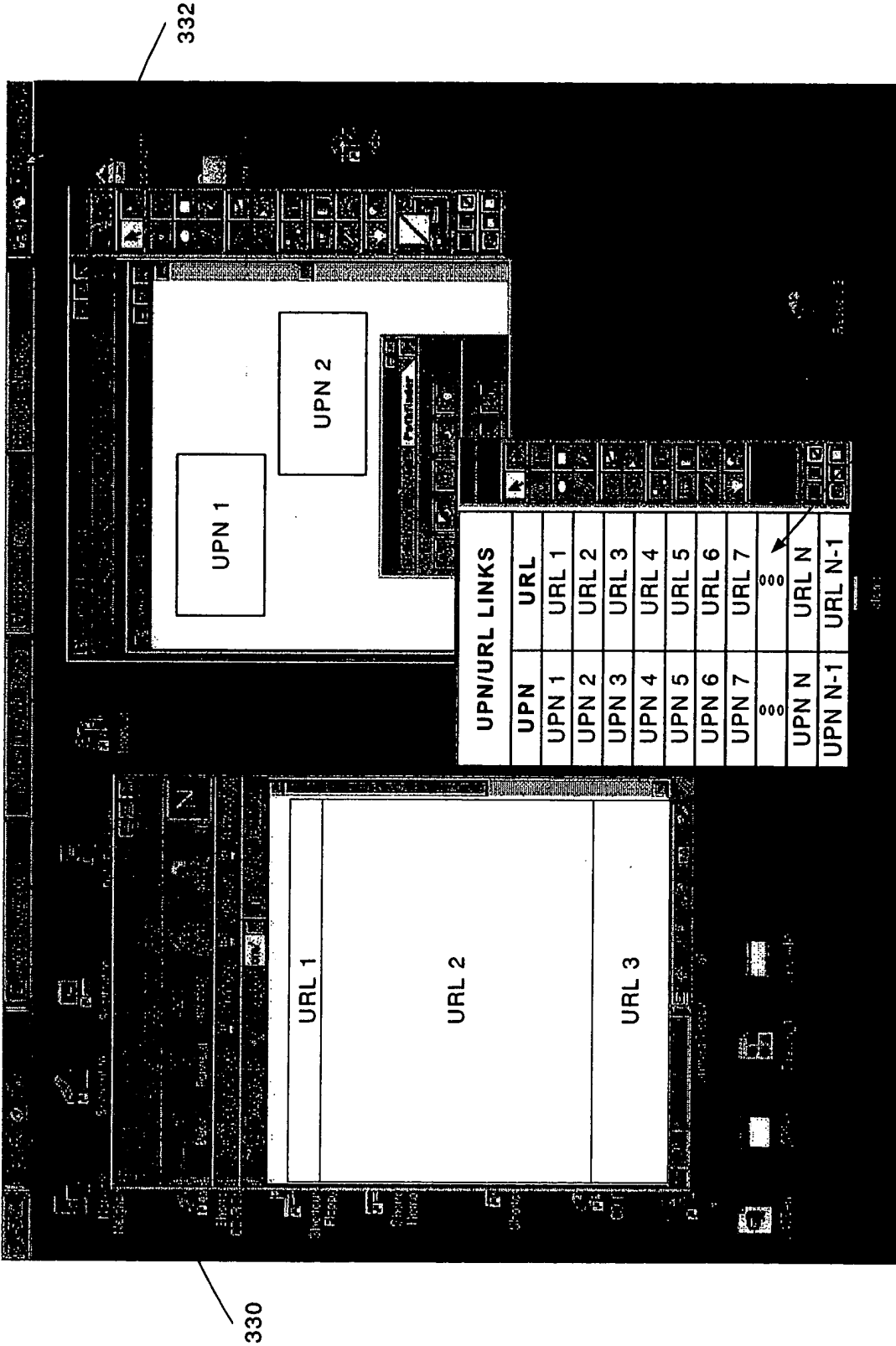


FIG. 2E4

18/1046

UPN/URL DATA LINKING MODE

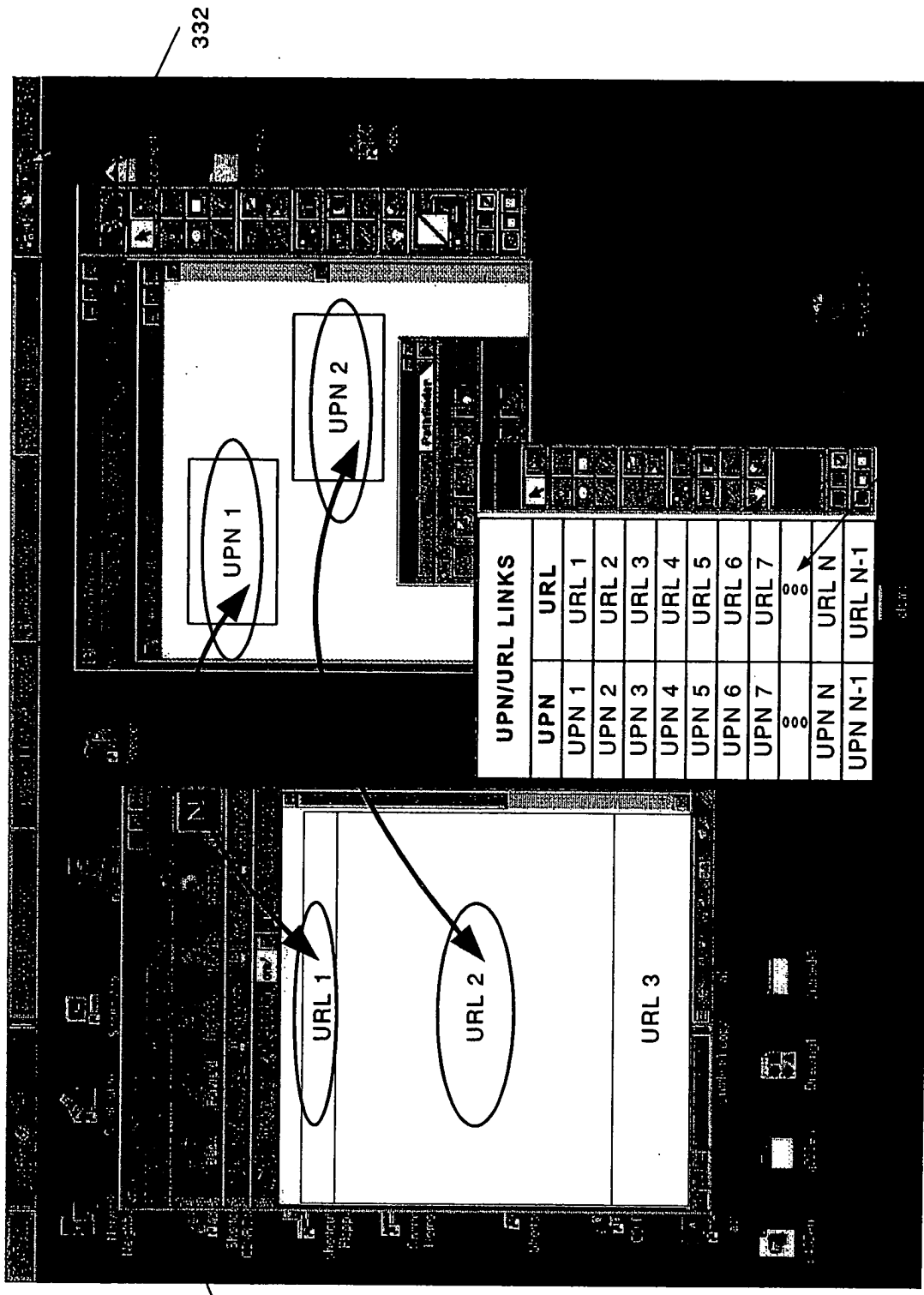


FIG. 2E5

19/1046

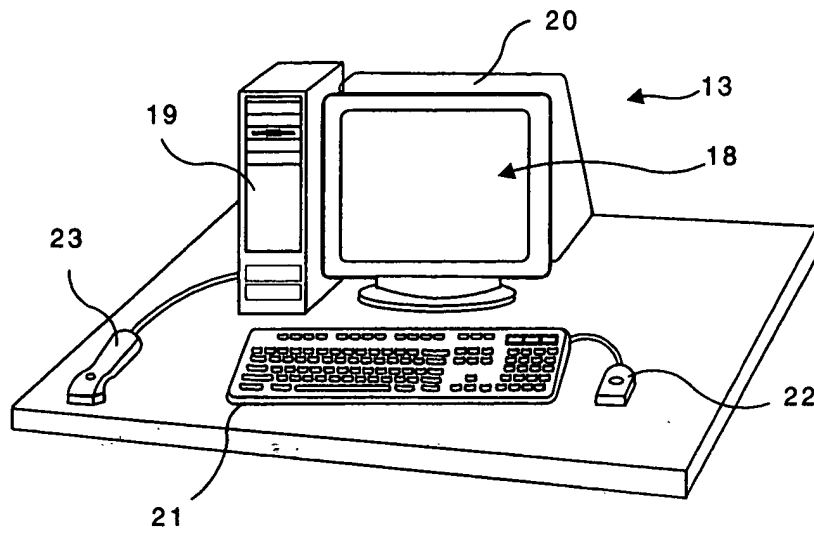


FIG. 3A1

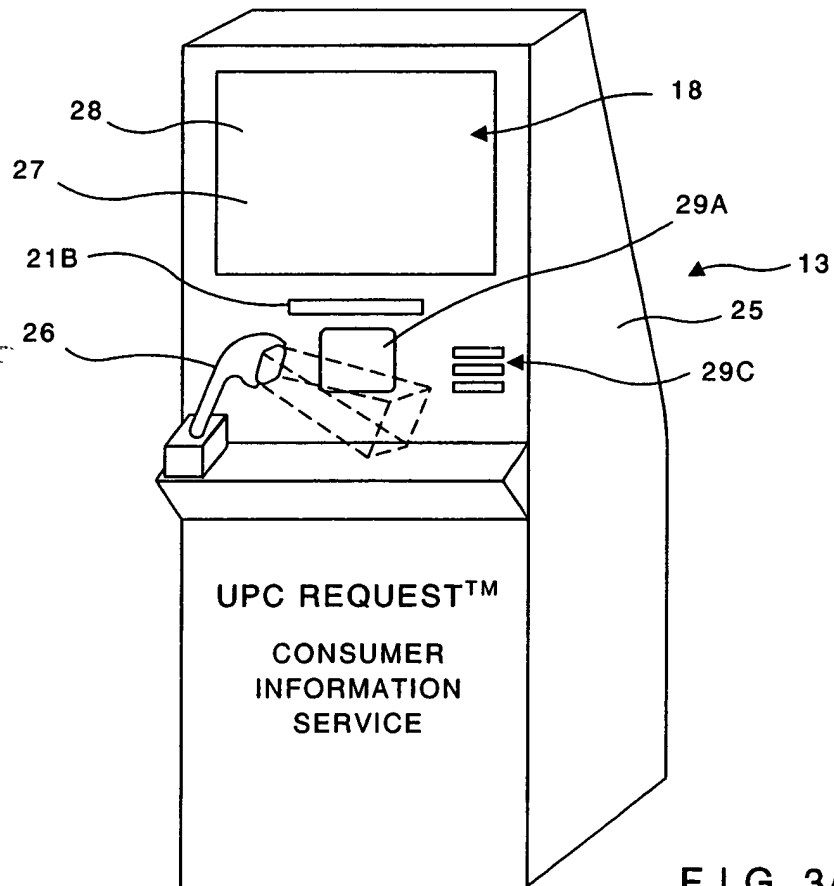


FIG. 3A2

20/1046

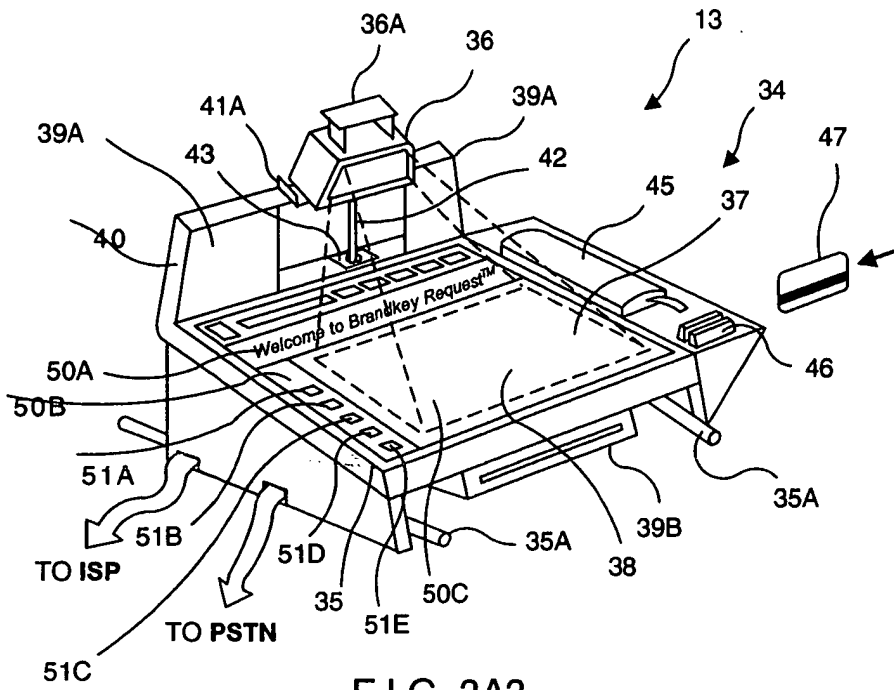


FIG. 3A3

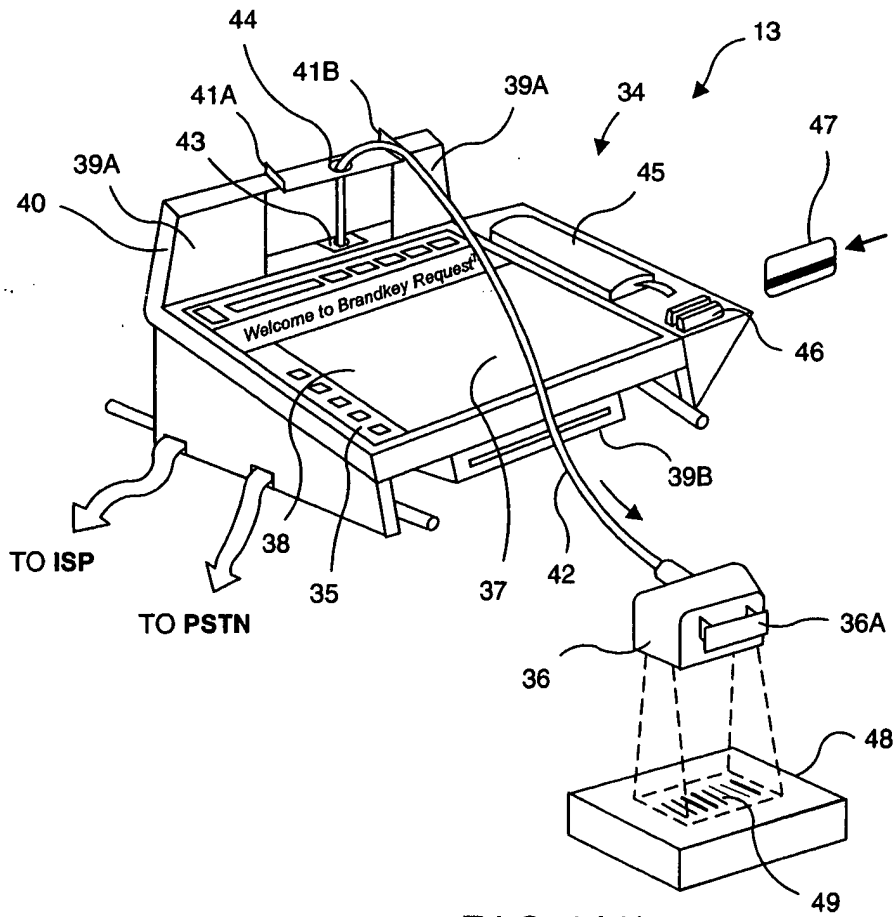


FIG. 3A3'

21/1046

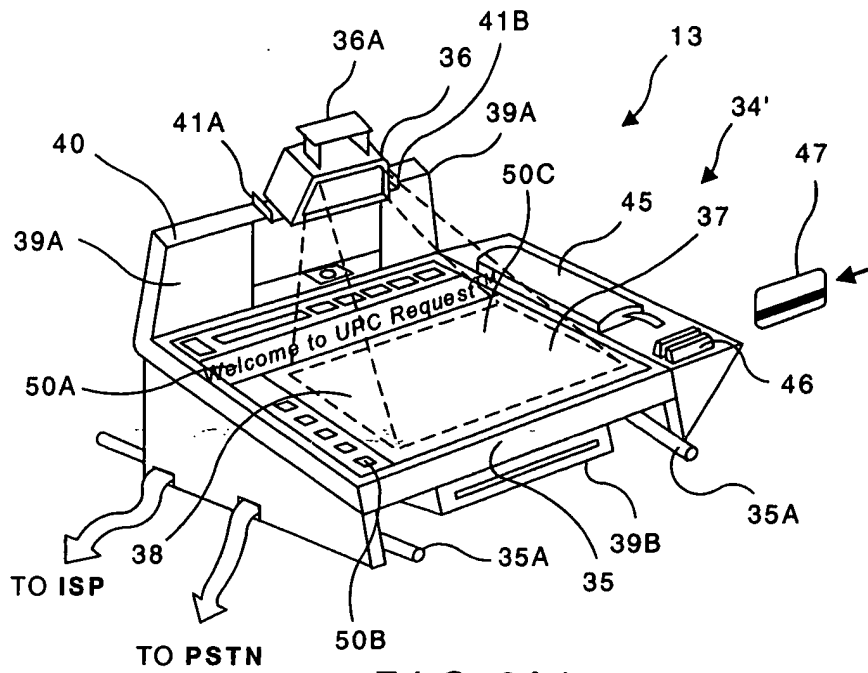


FIG. 3A4

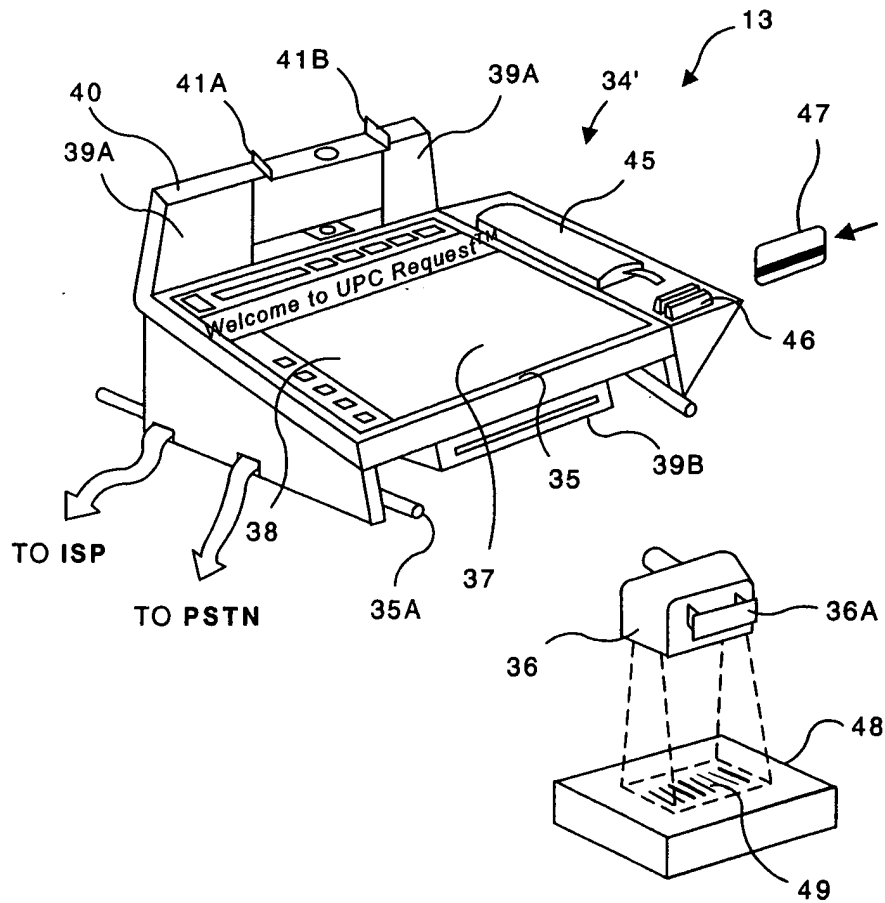


FIG. 3A4'

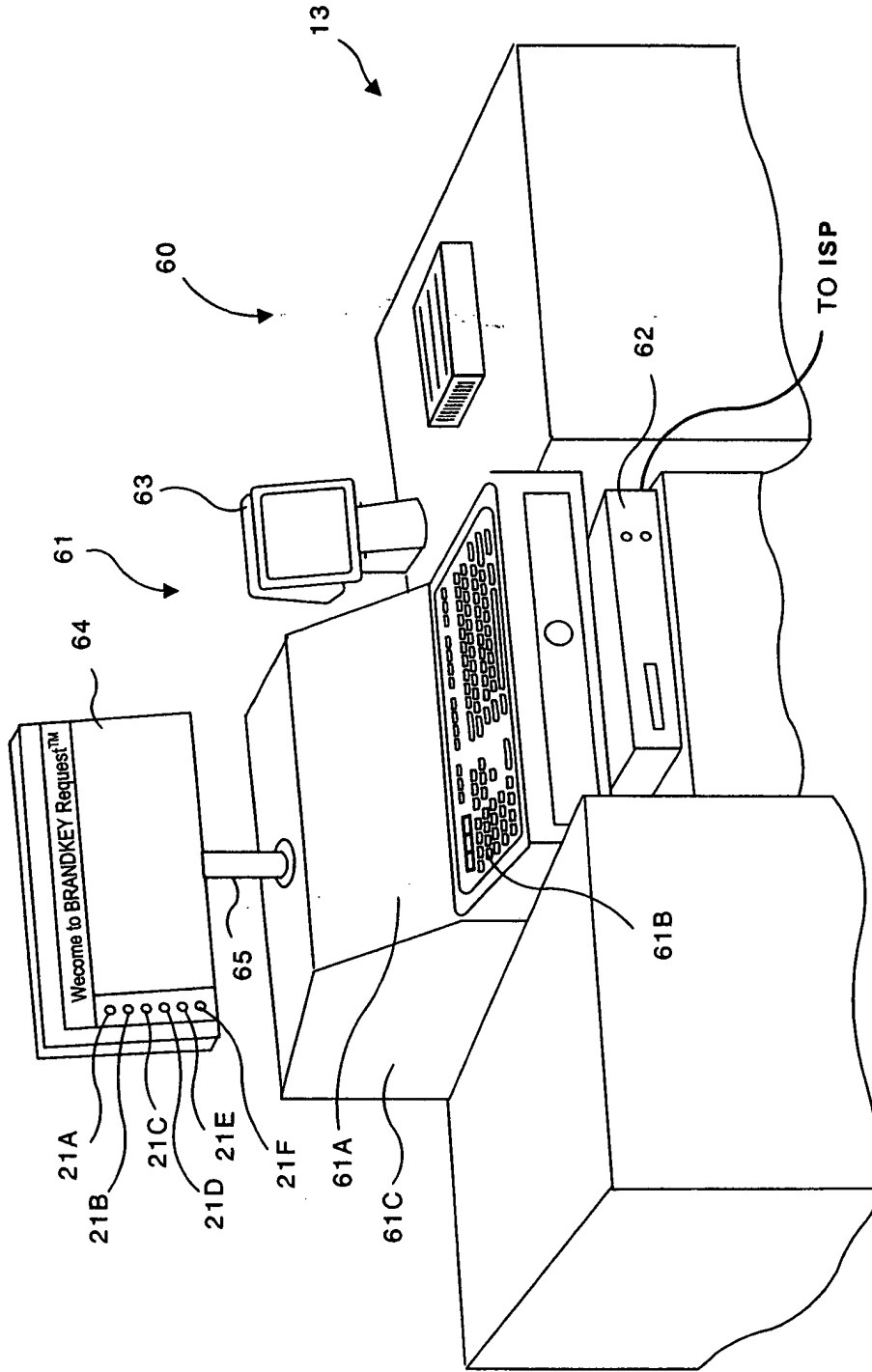


FIG. 3A5

23/1046

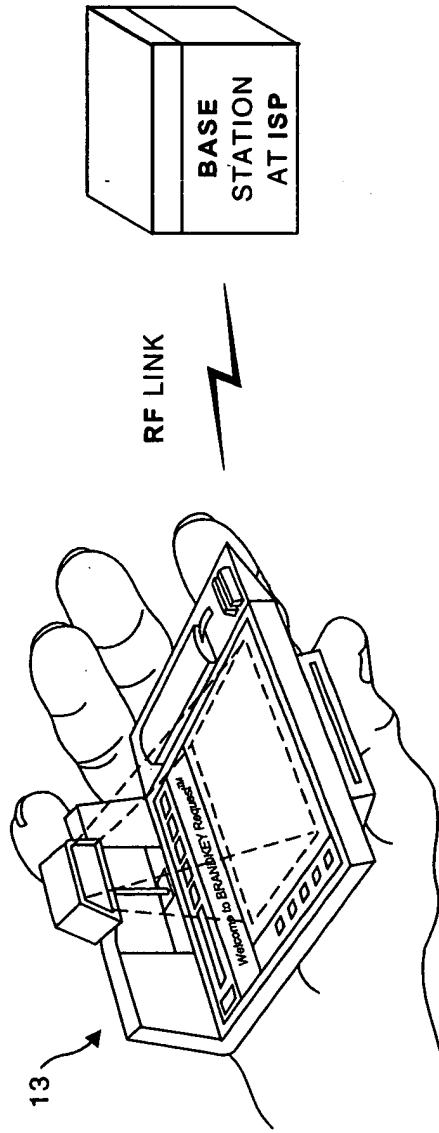


FIG. 3A6

24/1046

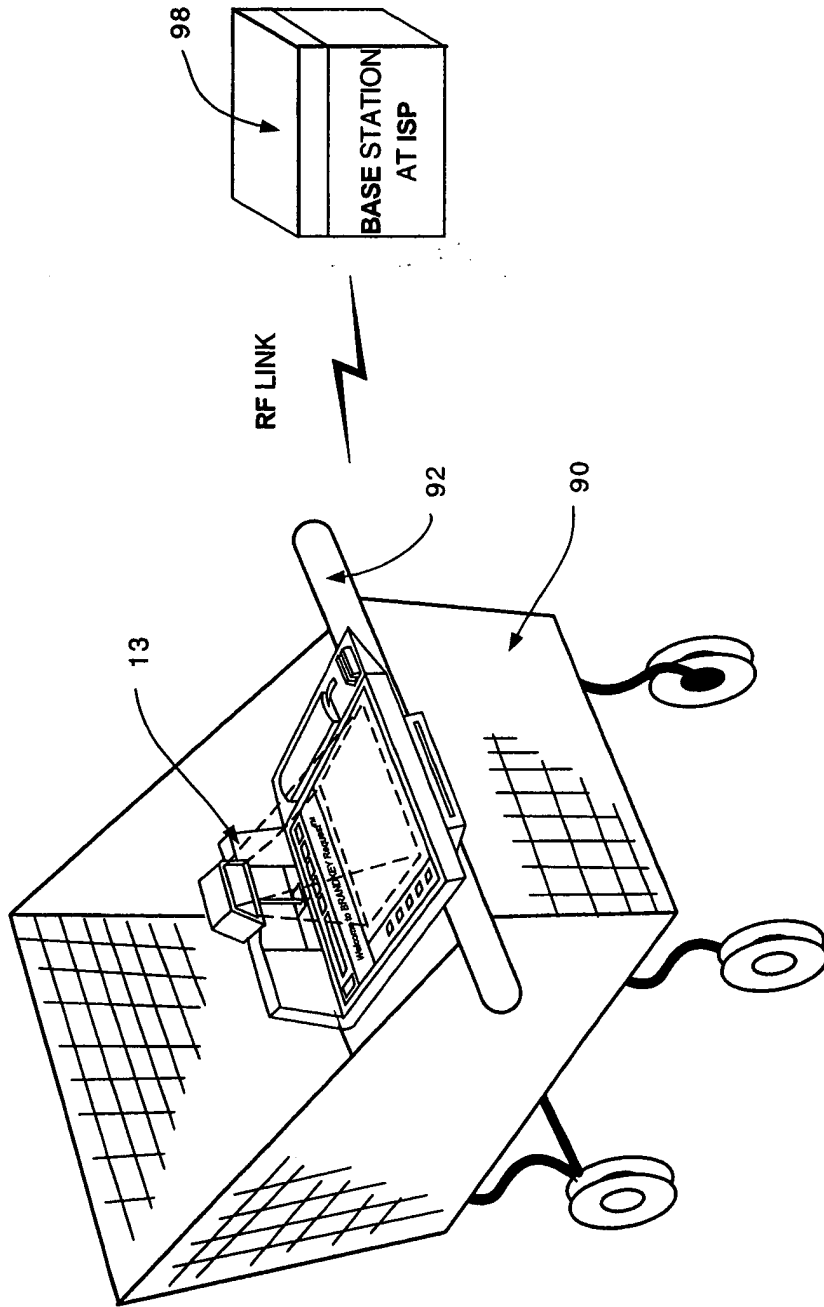


FIG. 3A7

25/1046

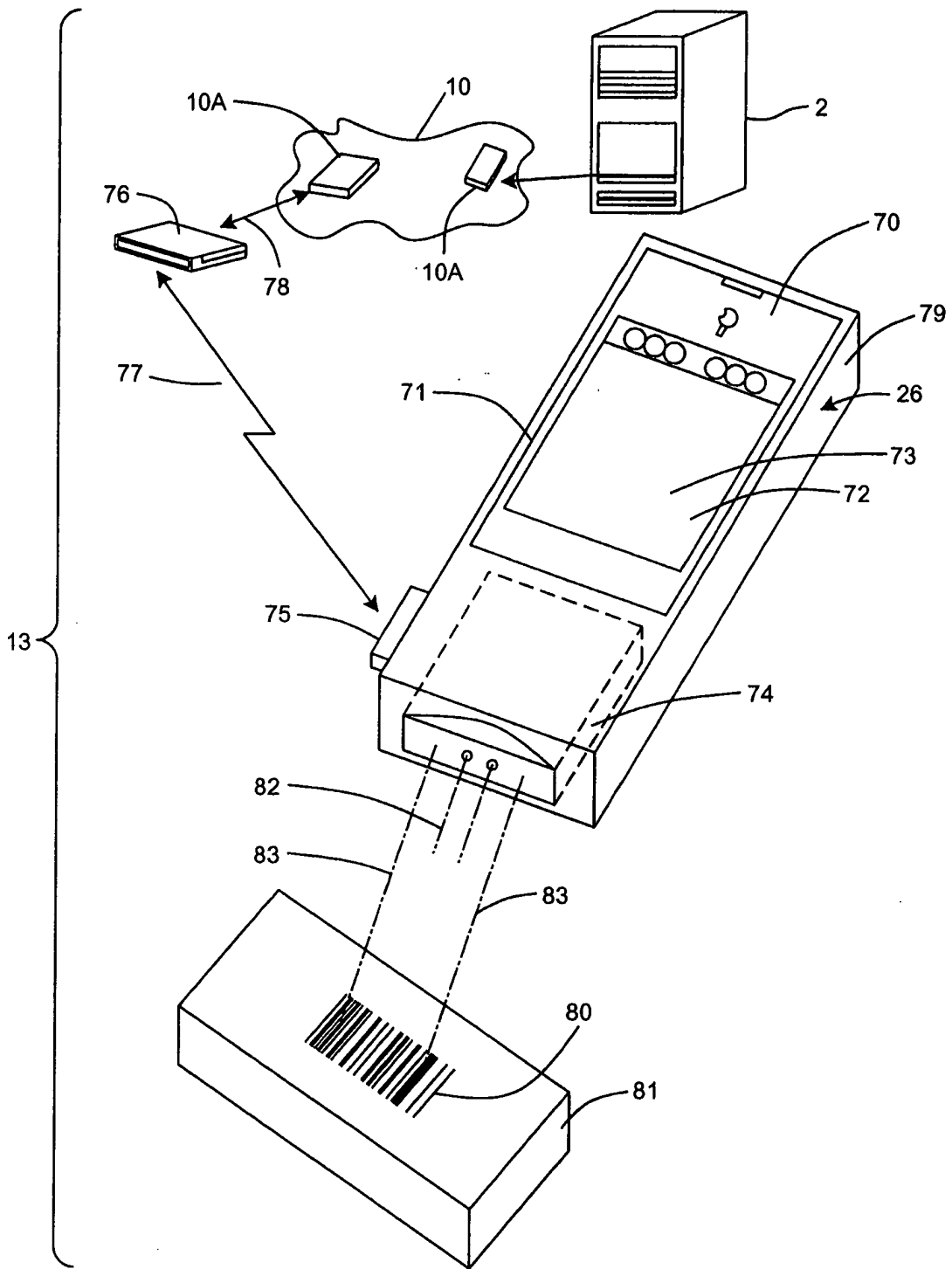


FIG. 3A8

2011046

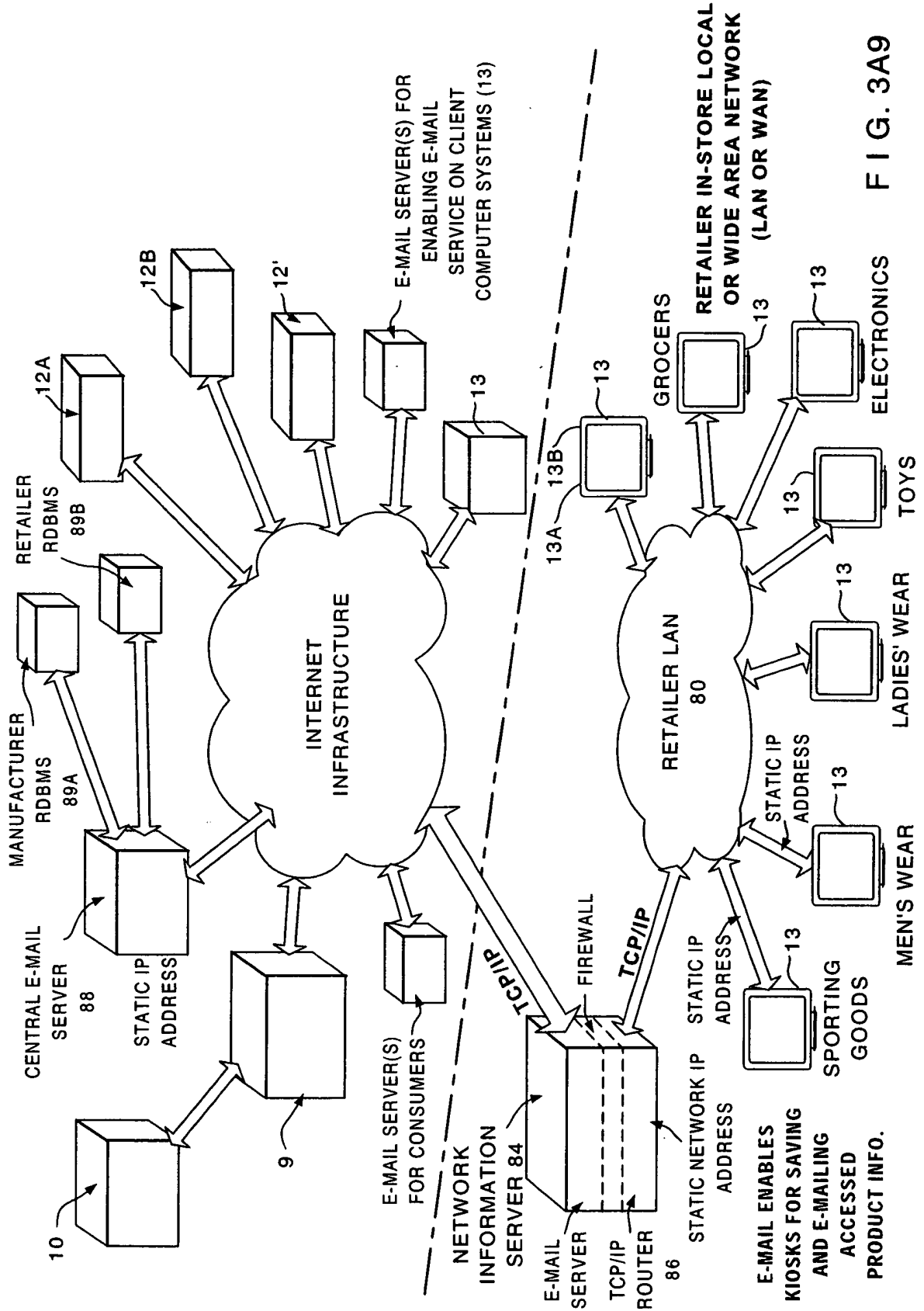


FIG. 3A9

27/1040

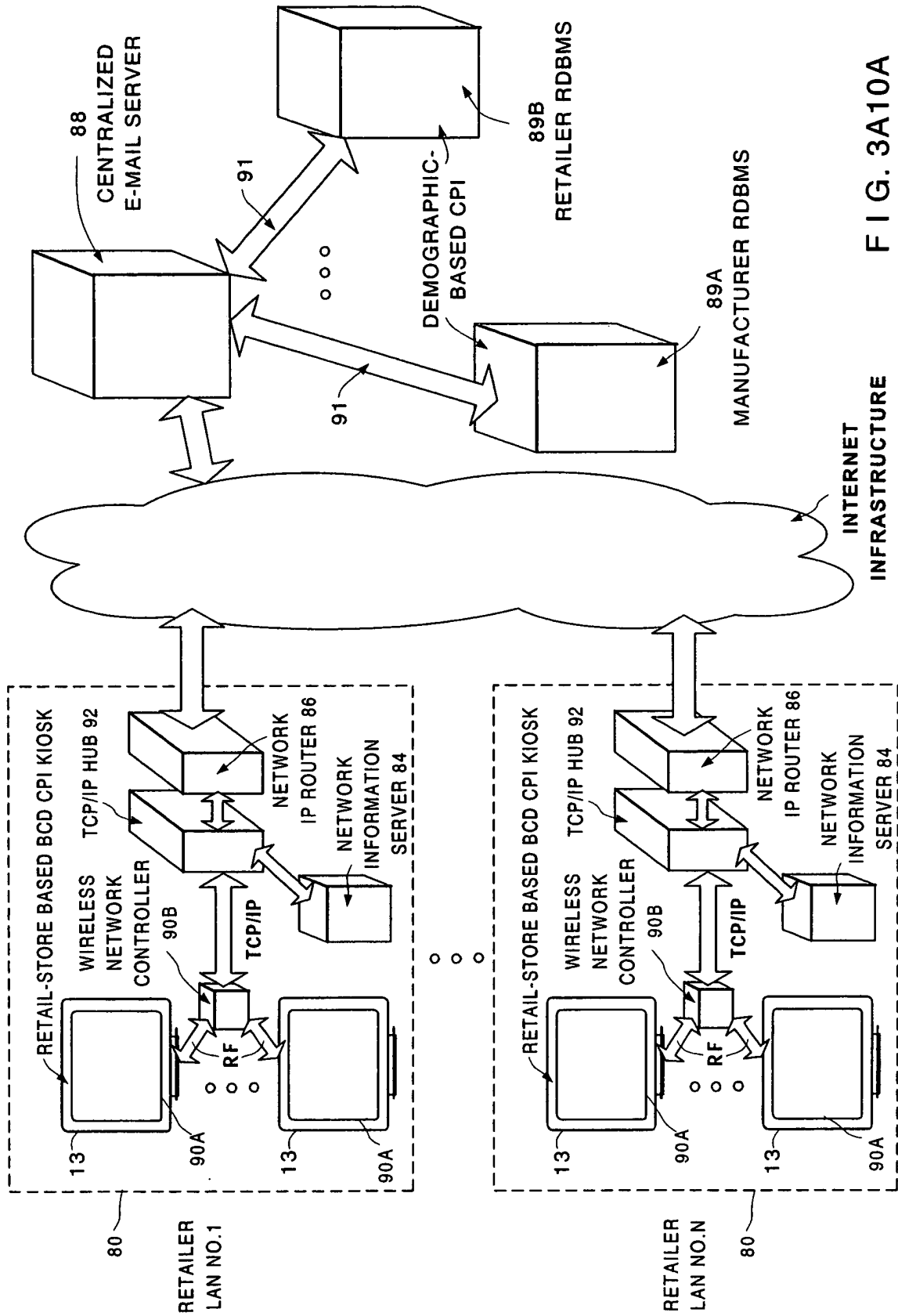


FIG. 3A10A

28/1046

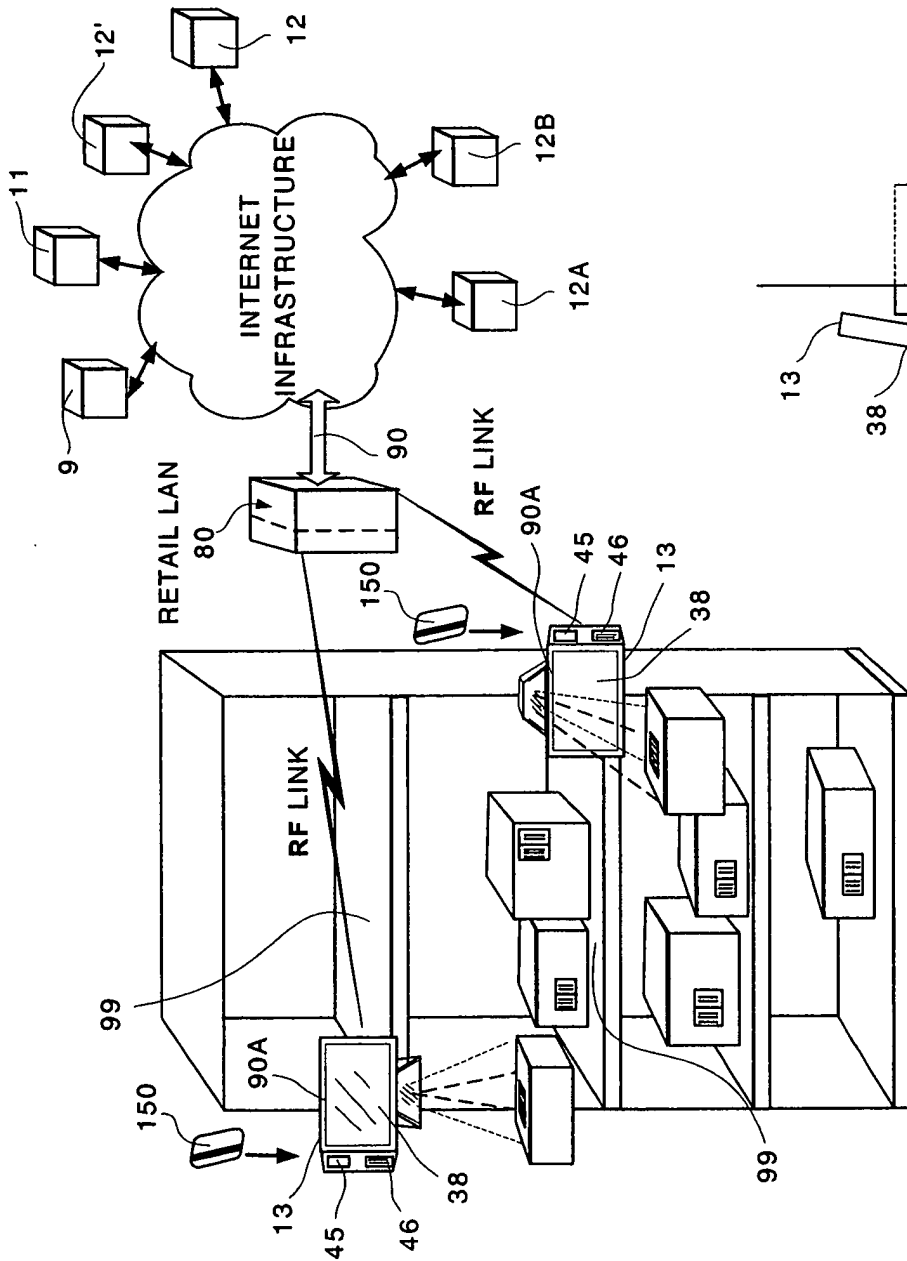


FIG. 3A10B

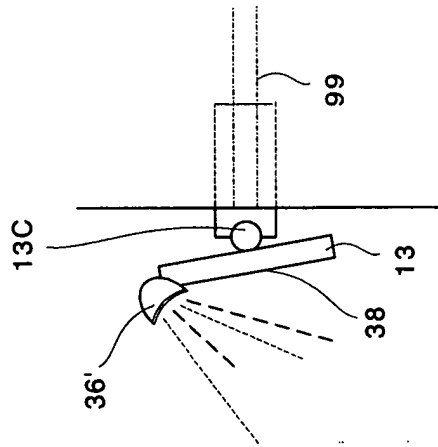


FIG. 3A10D

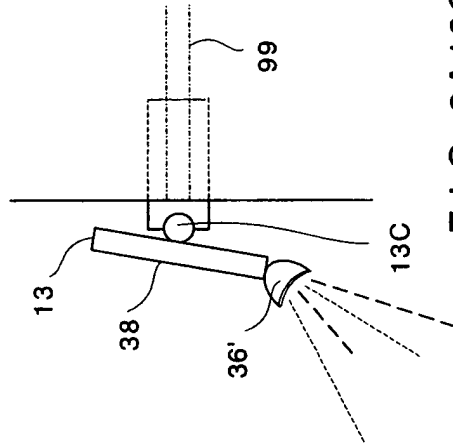


FIG. 3A10C

30/1046

MASTER DATABASE TABLE MAINTAINED BY MANUFACTURER DATABASE MANAGEMENT SUBSYSTEM									
MANUFACTURER (MIN)	RETAIL KIOSK NO.	UPN	URL	DATE	DESTINATION E-MAIL ADDRESS	E-MAIL DELIVERY CRITERIA	CONSUMER NAME	CONSUMER ADDRESS	
•	•	•	•	•	•	•	•	•	•
•	•	•	•	•	•	•	•	•	•
•	•	•	•	•	•	•	•	•	•

FIG. 3A12

3111046

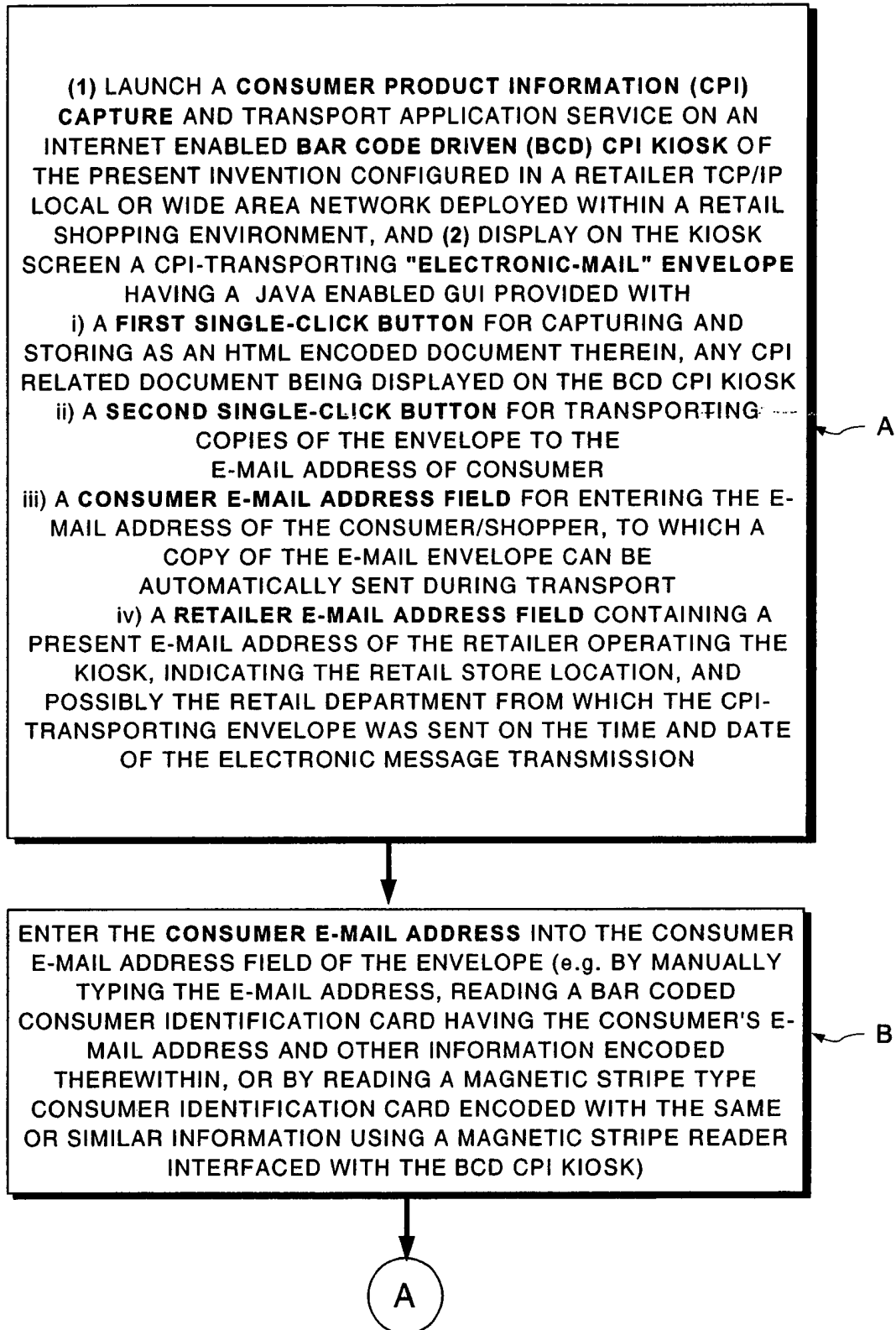


FIG. 3A13A

32/1046

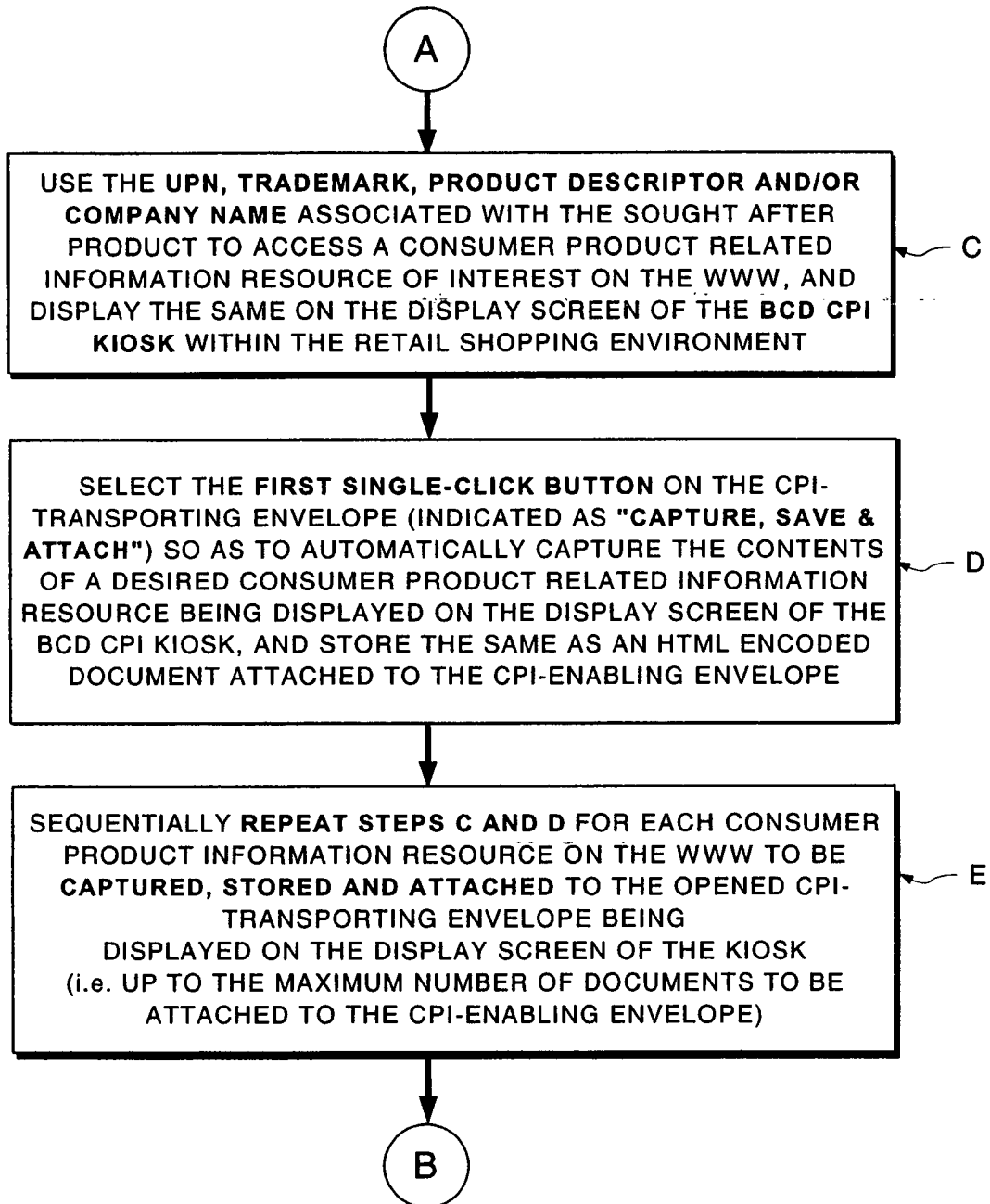


FIG. 3A13B

33/1046

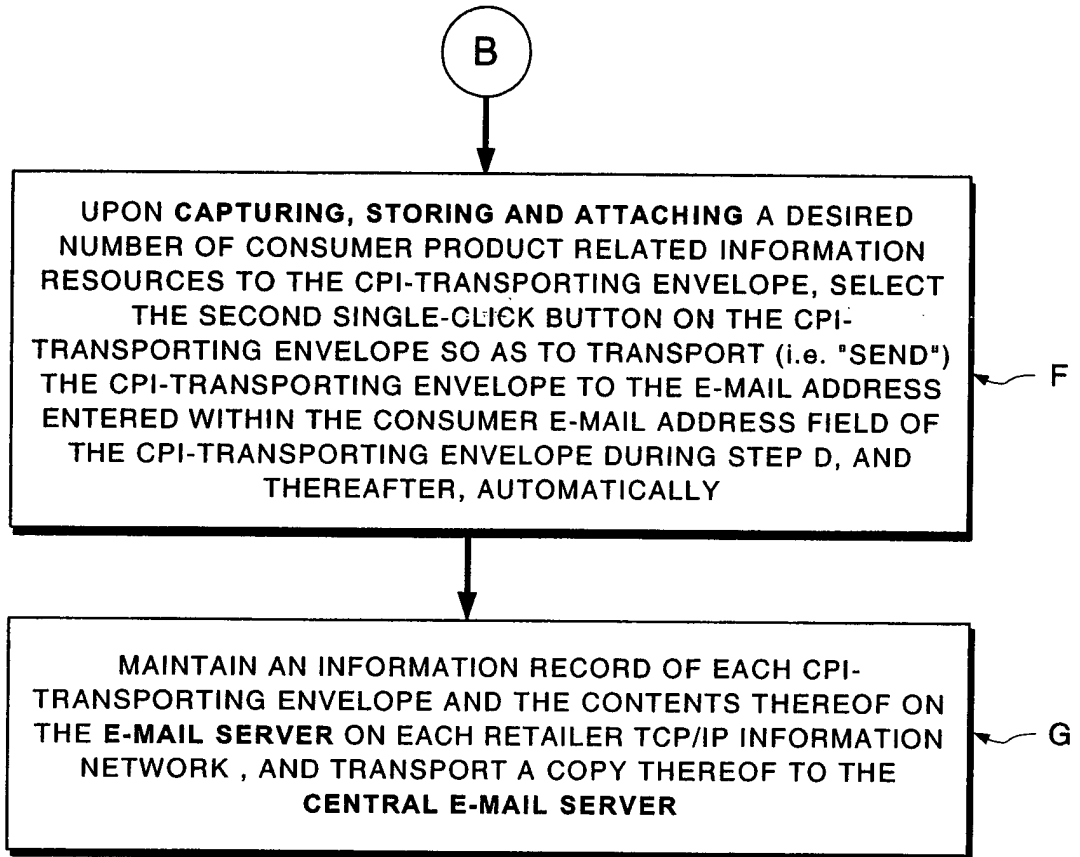


FIG. 3A13C

34/1046

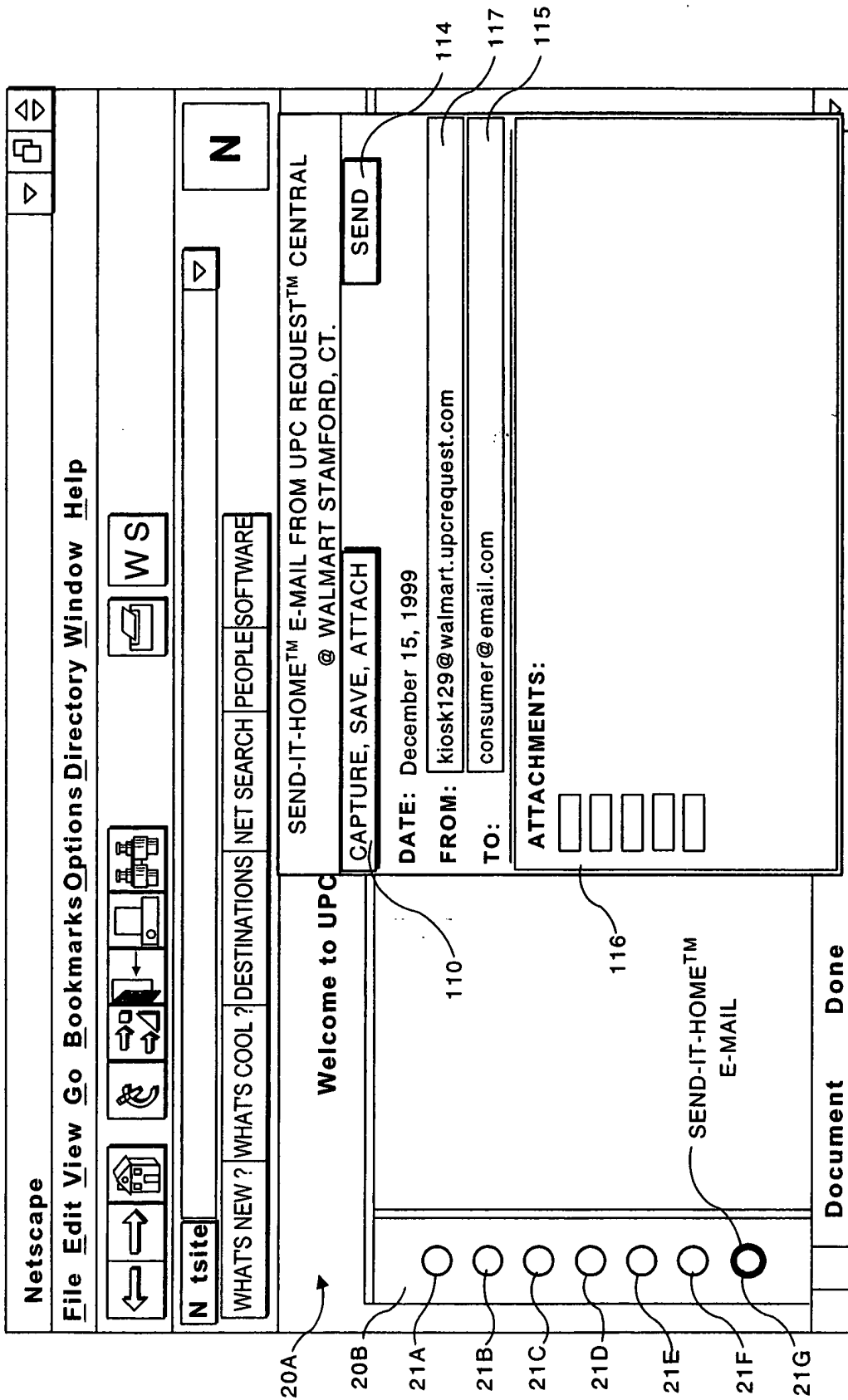


FIG. 3A14

35/1046

(1) LAUNCH A **CONSUMER PRODUCT INFORMATION (CPI) CAPTURE AND TRANSPORT APPLICATION SERVICE** ON AN INTERNET ENABLED **BAR CODE DRIVEN (BCD) CPI KIOSK** OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "**ELECTRONIC-MAIL**" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH

- i) A **FIRST SINGLE-CLICK BUTTON** FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
- ii) A **SECOND SINGLE-CLICK BUTTON** FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER
- iii) A **CONSUMER E-MAIL ADDRESS FIELD** FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT IF ENABLED BY THE CONSUMER/SHOPPER
- iv) A **RETAILER E-MAIL ADDRESS FIELD** CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

A

ENTER THE **CONSUMER E-MAIL ADDRESS** INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

B

A

FIG. 3A15A

36/1046

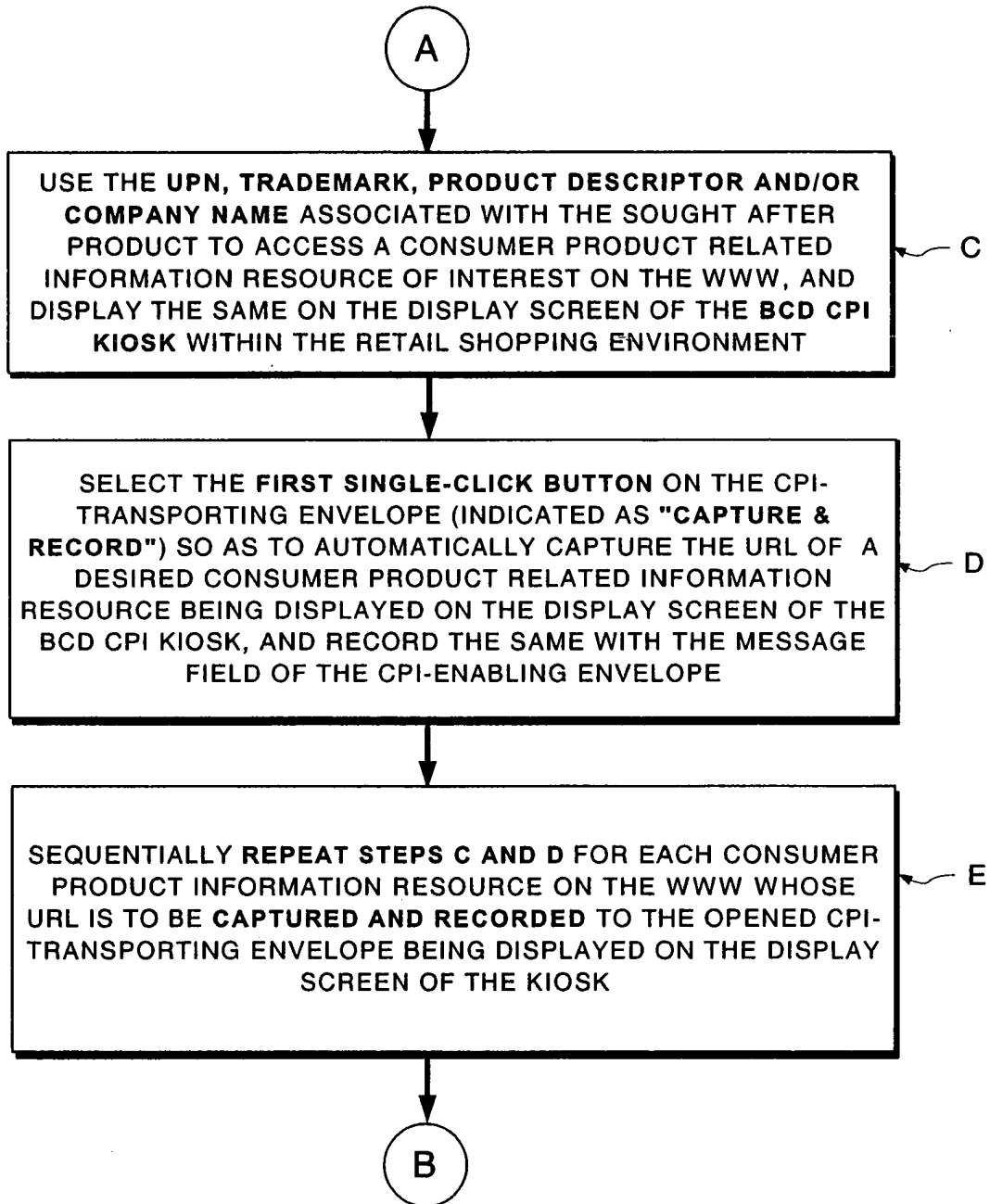


FIG. 3A15B

37/1046

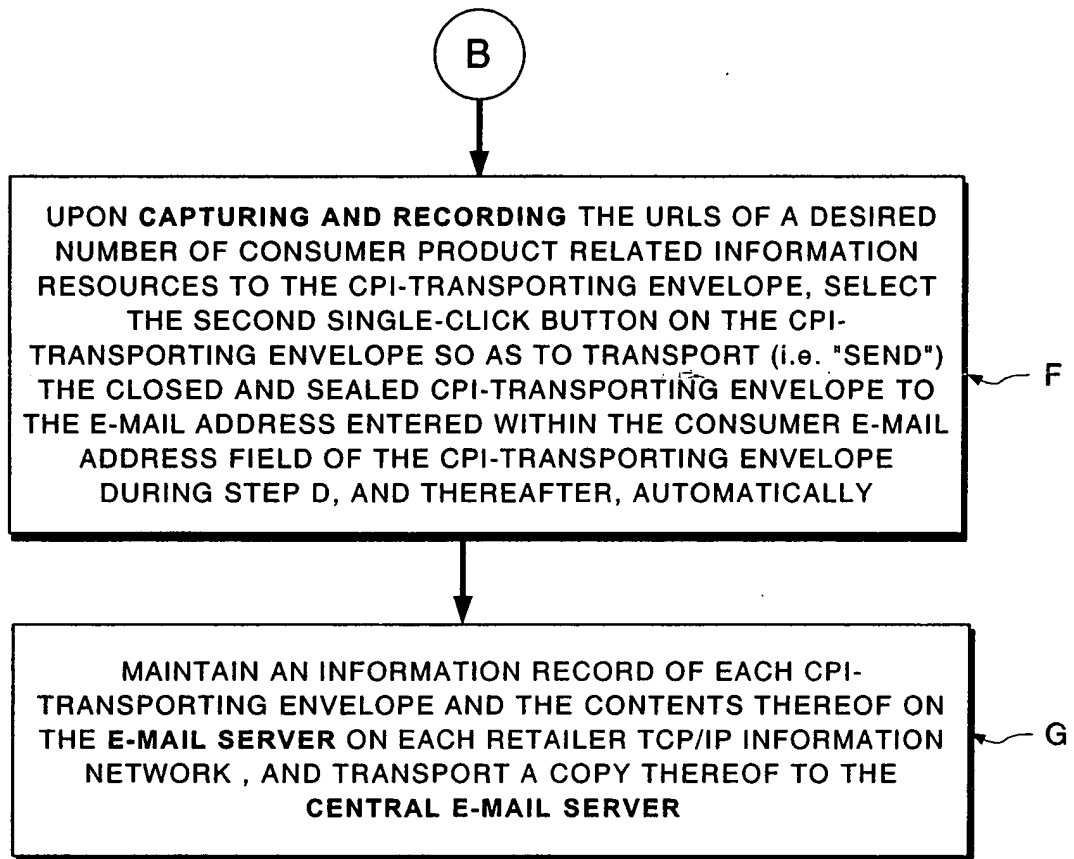


FIG. 3A15C

38/1046

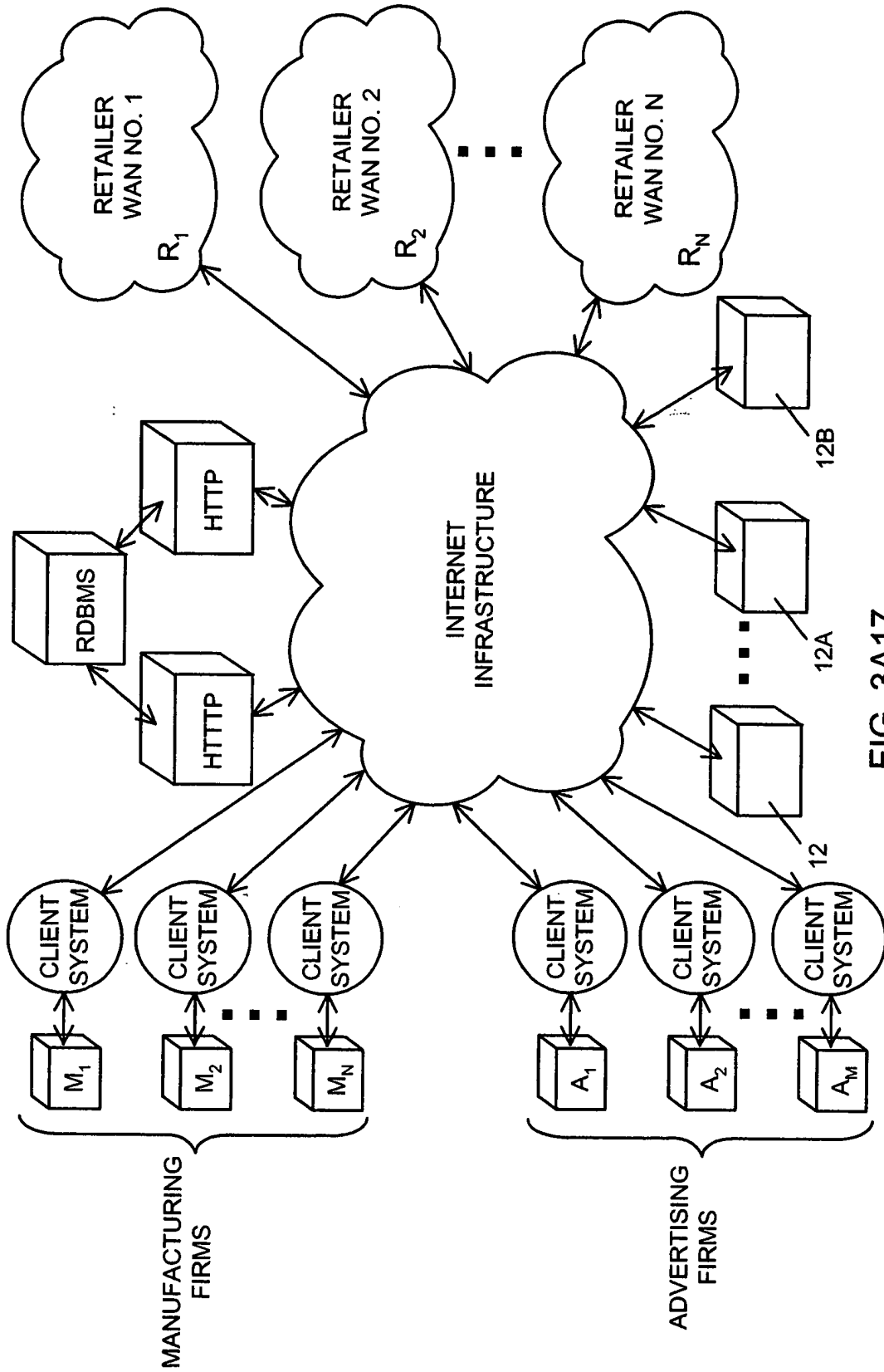


FIG. 3A17

391046

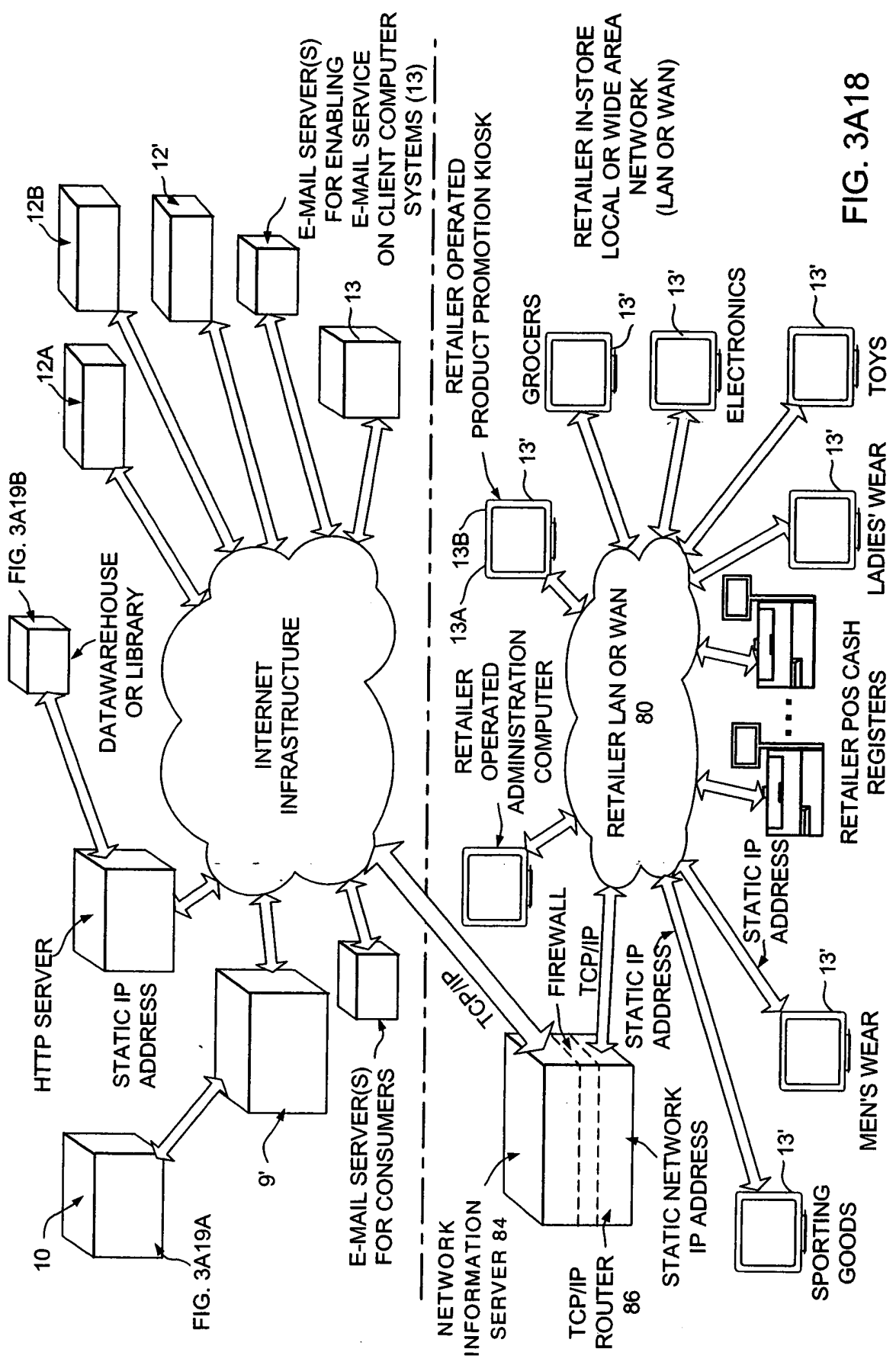


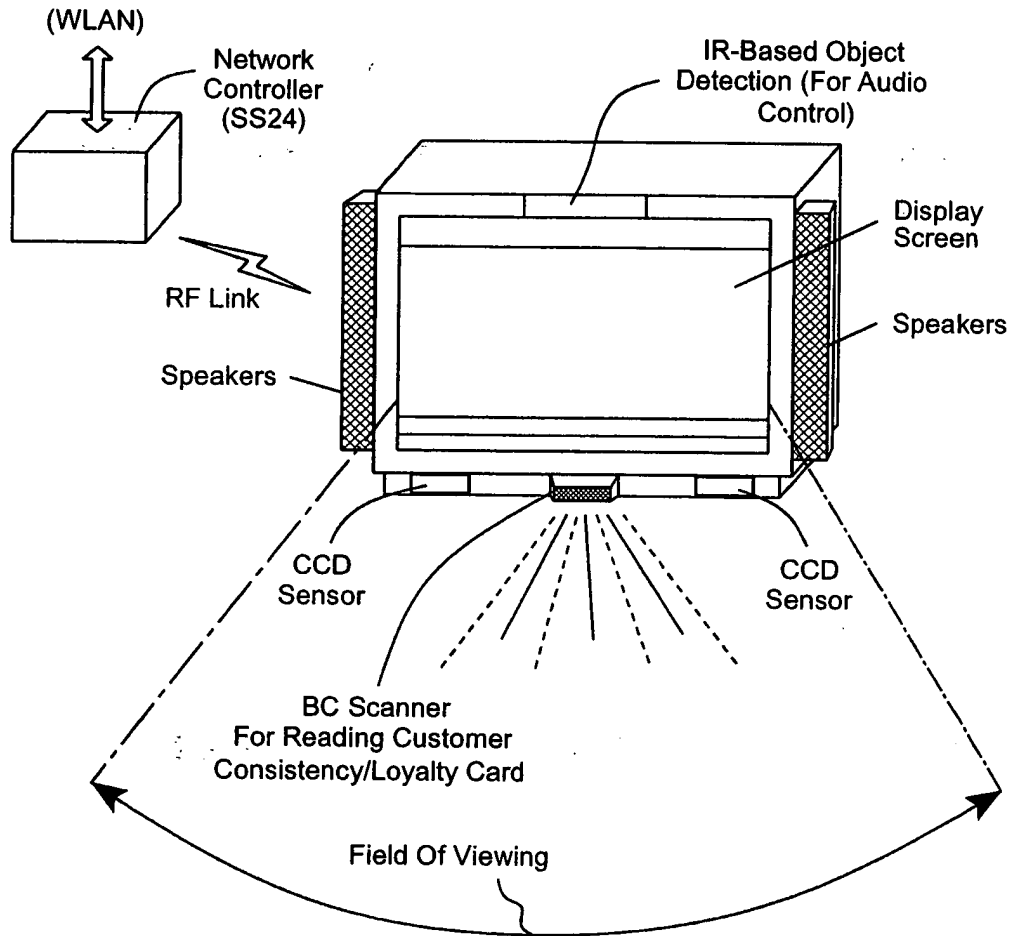
FIG. 3A18

40/1046

UPN	RETAILER	URL NO.1	...	URL NO.N	TRADEMARKS	PRODUCT DESCRIPTION	E-MAIL
			...				
••	••	••	••	••	••	••	••

FIG. 3A19A

41/1046



Features:

- Eye Training And Accounting Subsystem
- Tracks Detected Eyeball

FIG. 3A19C

42/1046

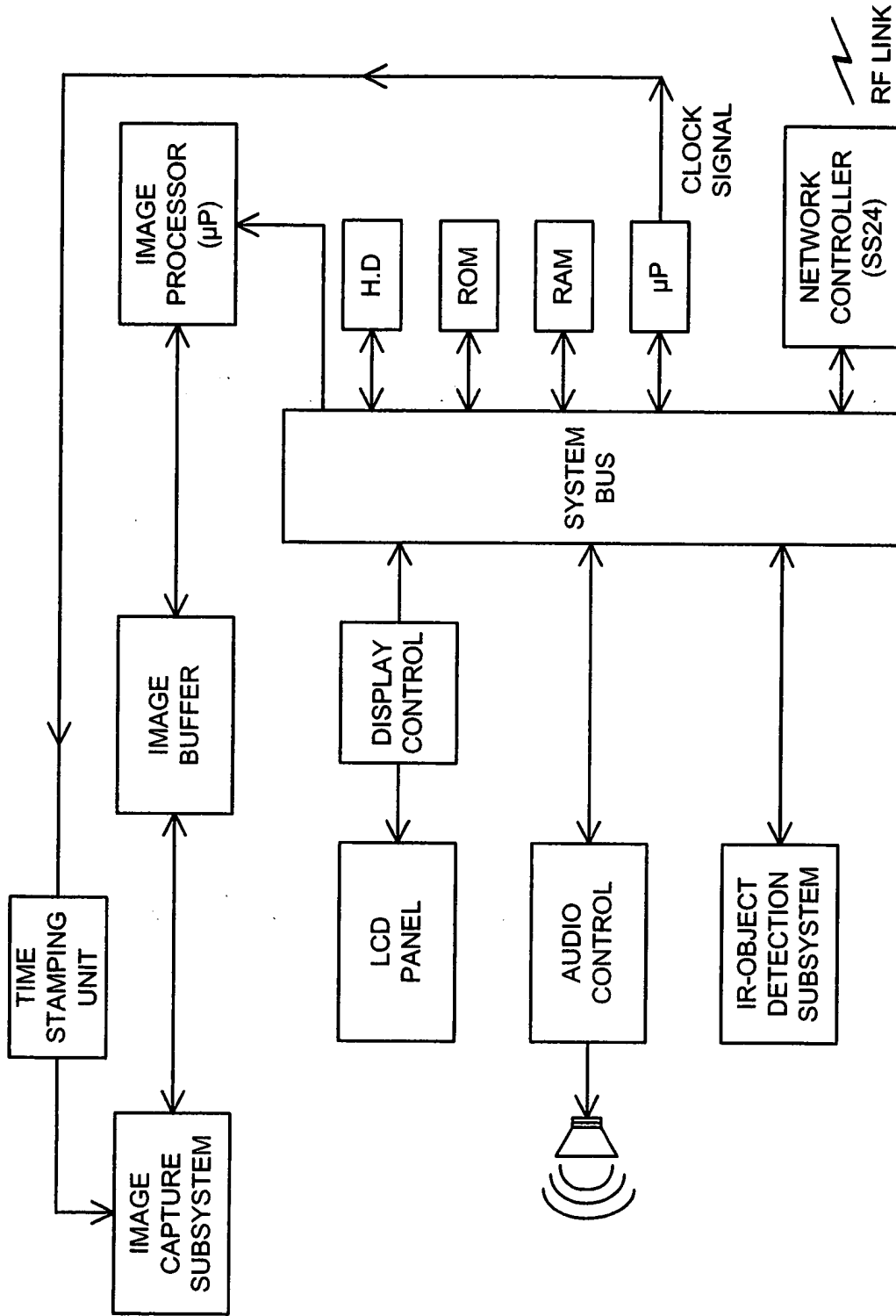


FIG. 3A19D

A3/1046

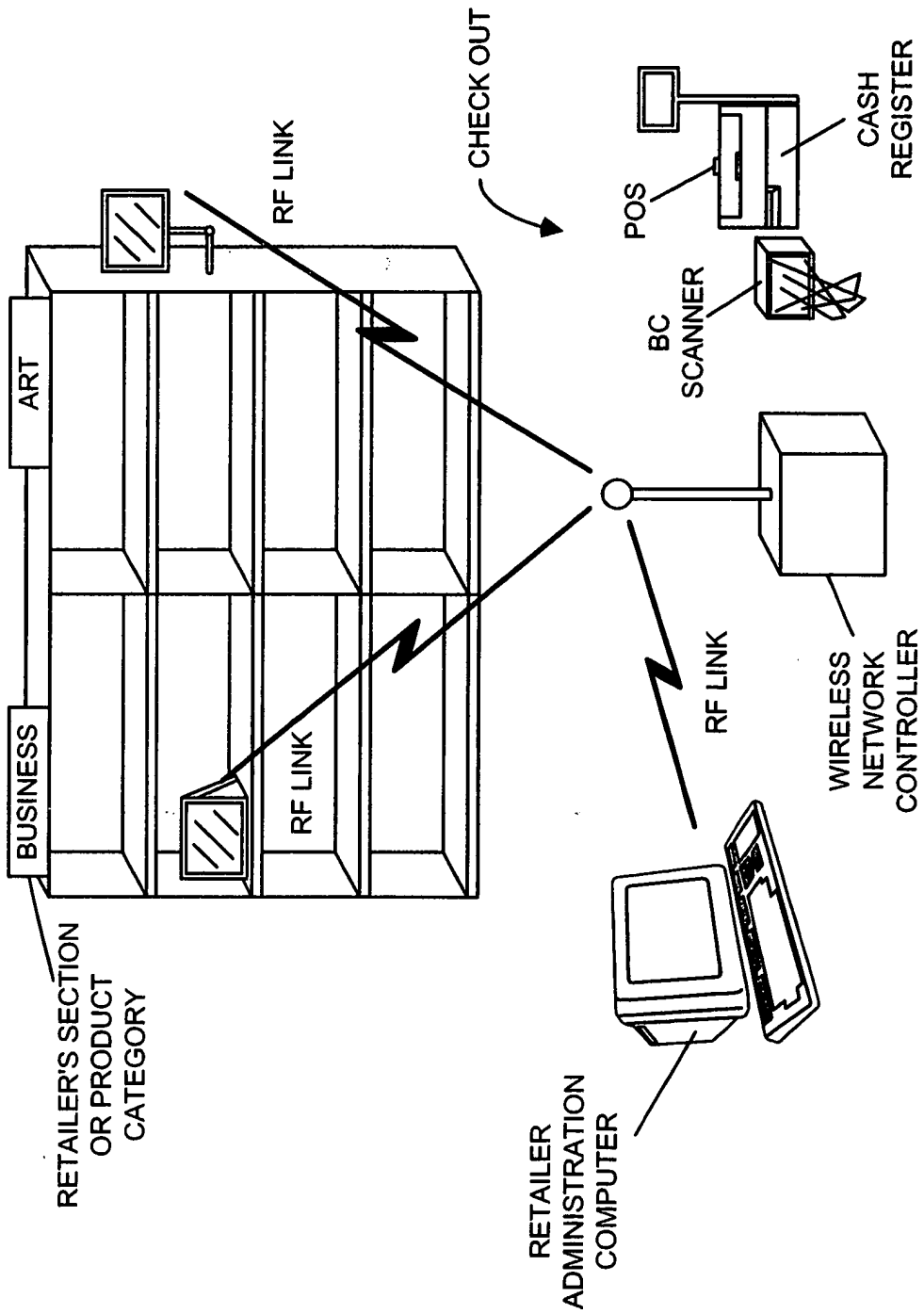


FIG. 3A20

44/1046

<p>DISPLAY FRAME FOR DISPLAYING THE RETAILER'S IDENTITY/IMAGE SELECTED BY RETAILER (URL-DF1)</p>	<p>DISPLAY FRAME FOR DISPLAYING A PRODUCT ADVERTISEMENT CREATED BY MANUFACTURER AND/OR AGENT THEREOF (URL-DF2), AND SELECTED BY RETAILER</p>
<p>DISPLAY FRAME FOR DISPLAYING A PROMOTIONAL MESSAGE ABOUT THE ADVERTISED PRODUCT, SELECTED BY RETAILER (URL-DF3)</p>	<p>DISPLAY FRAME FOR DISPLAYING THE LOCATION OF THE ADVERTISED PRODUCT IN THE RETAIL STORE OR IN THE RETAILER'S ELECTRONIC STORE, SELECTED BY RETAILER (URL-DF4)</p>

FIG. 3A21A

45/1046

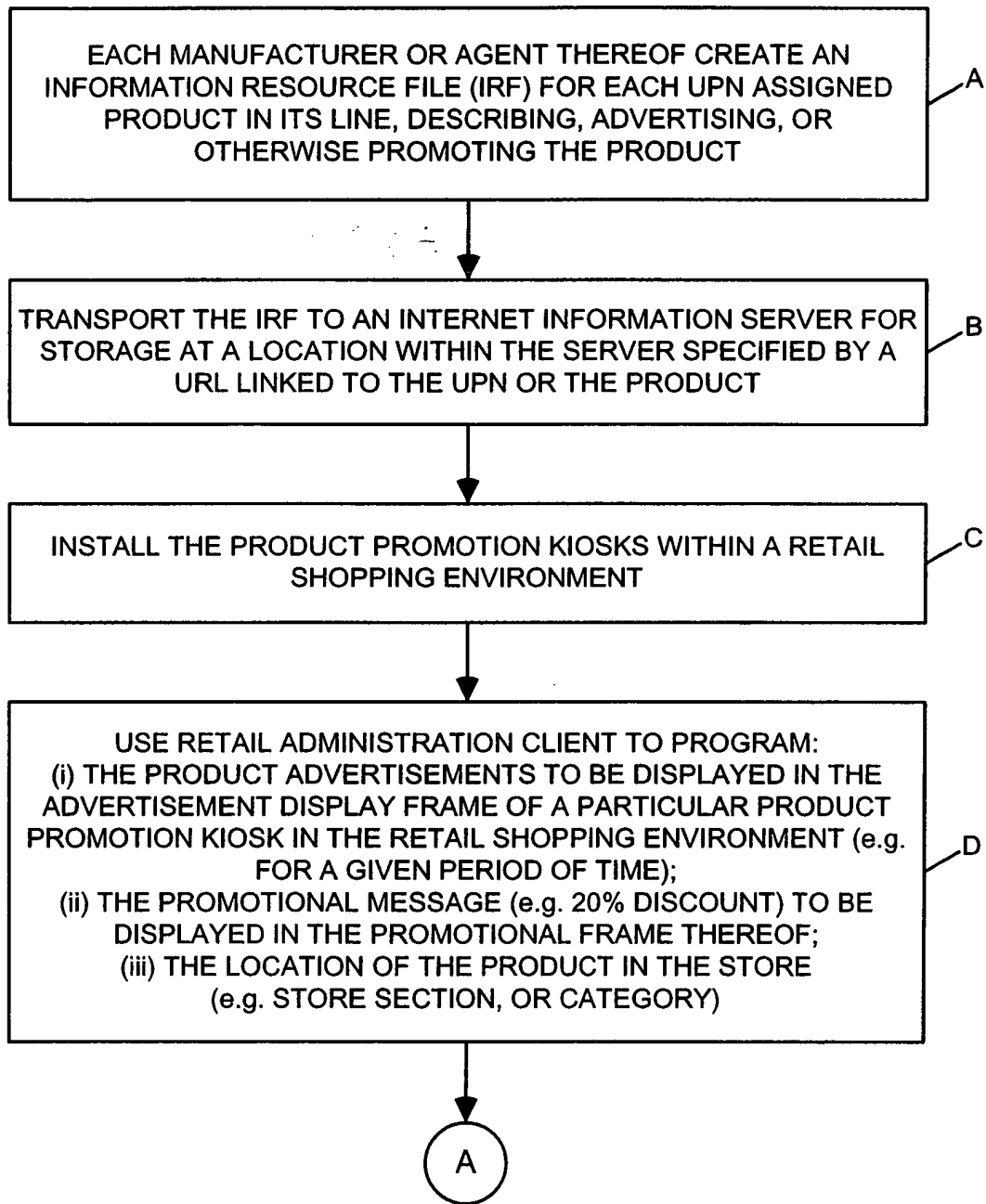


FIG. 3A22A

46/1046

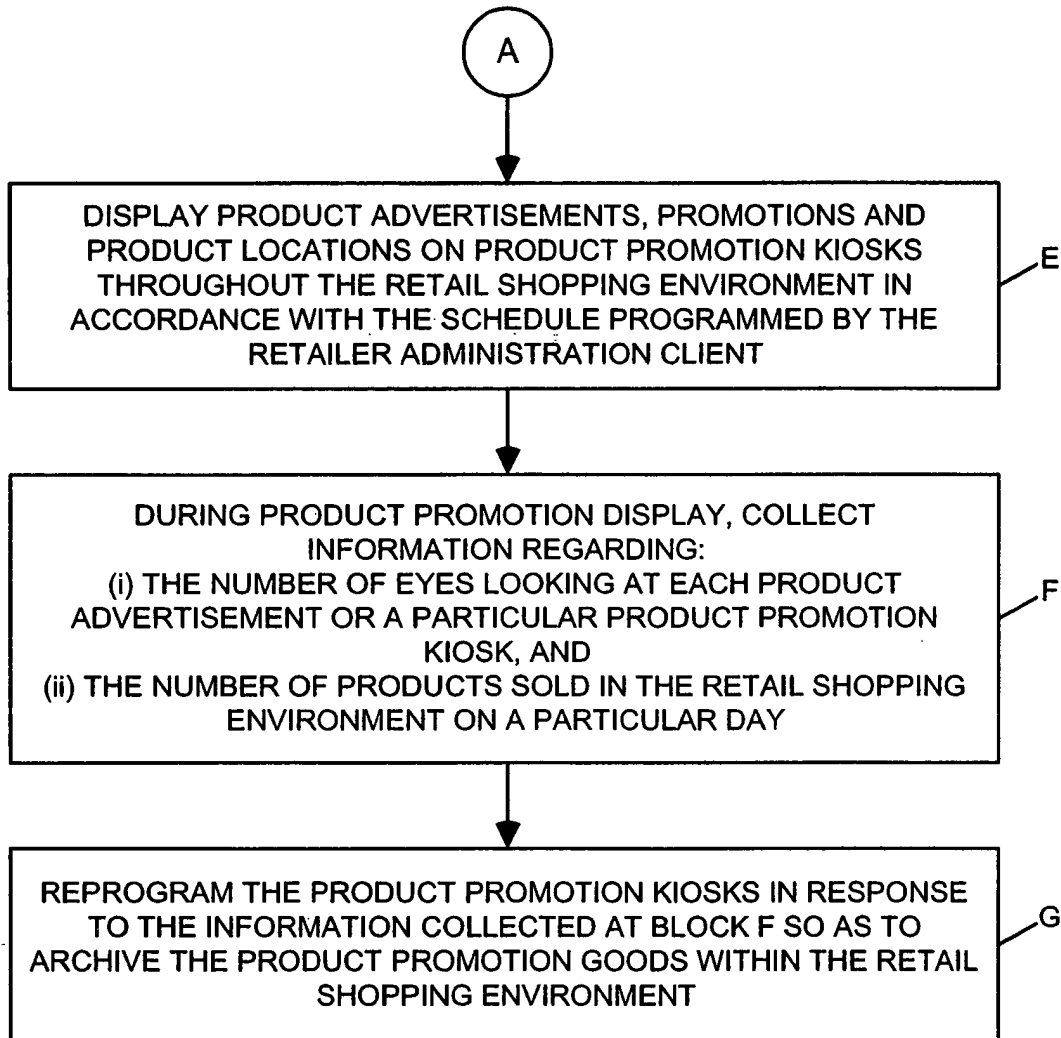


FIG. 3A22B

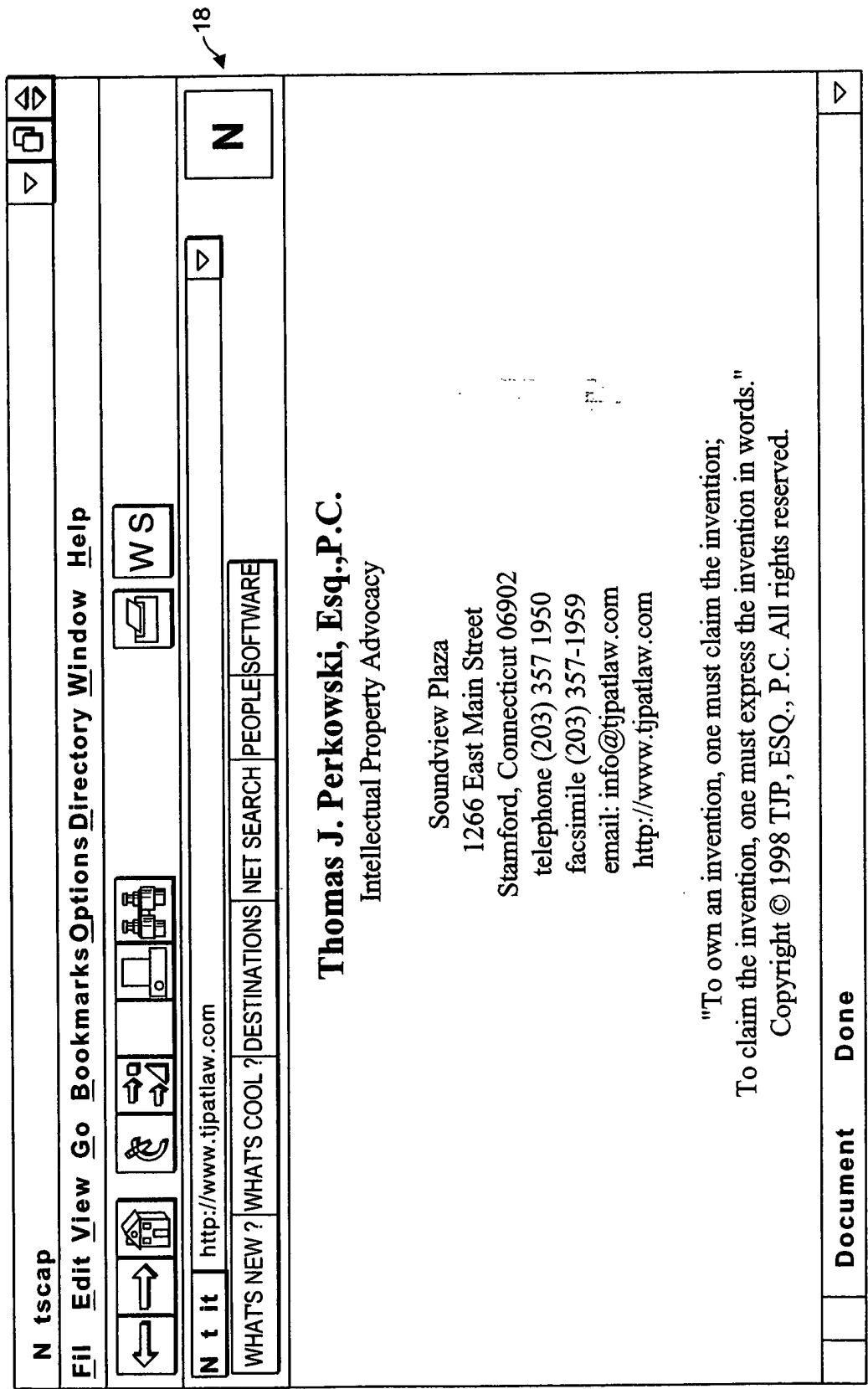
48/1046

UPN (PRODUCT)	TIME/DATE	EYE COUNTS	URL/AD	# OF UPN SOLD ON SAME DATE	# OF UPN SOLD ON 2ND DATE	# OF UPN SOLD ON 3RD DATE	# OF UPN SOLD ON 4TH DATE

REPORT

FIG. 3A24

49/1046



18

FIG. 3B

50/1046

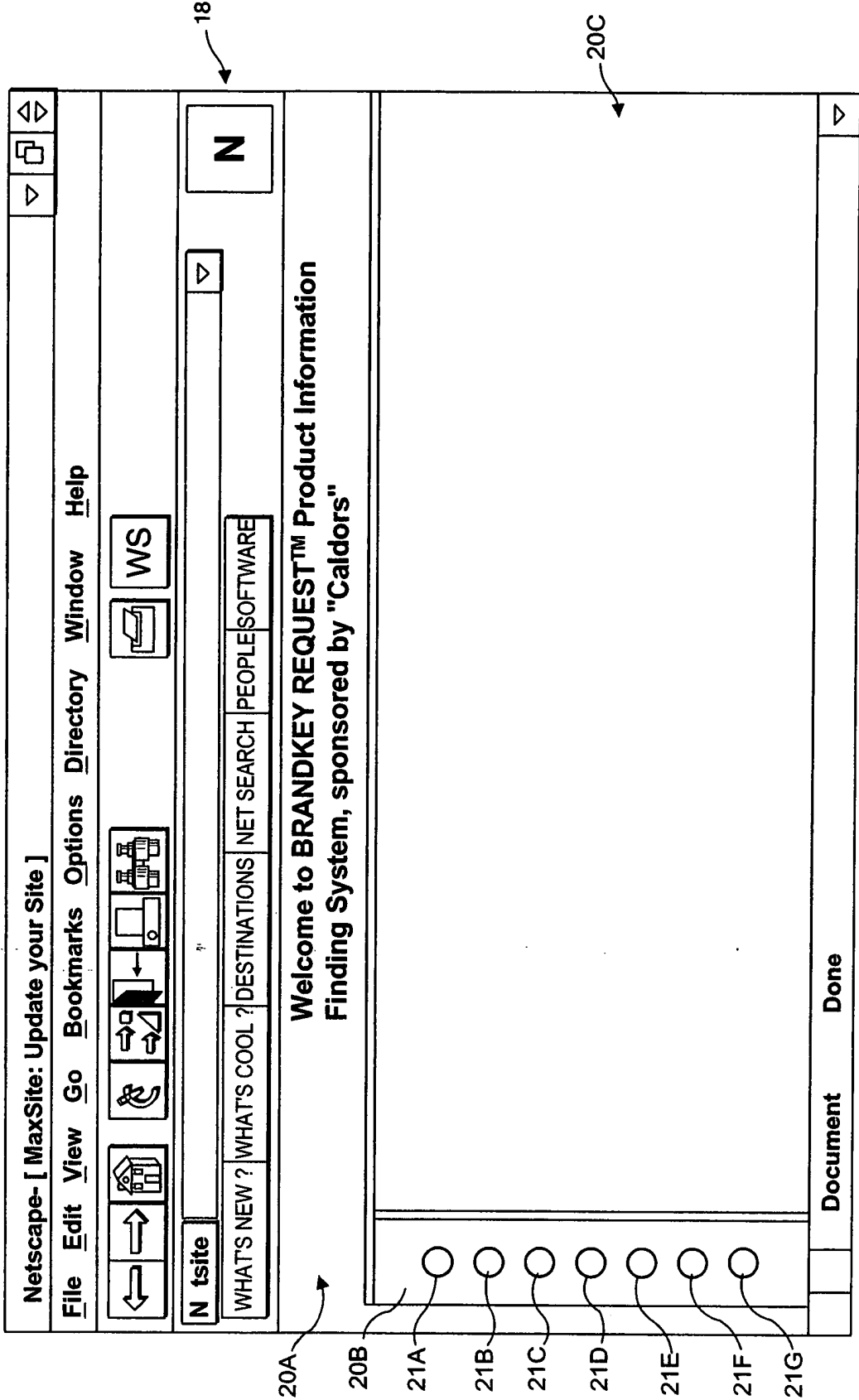


FIG. 3C

IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/SERVICE MARKS	e-mail ADDRESS	CPIR APPLETS	STATUS
7/18908/ 17674/0	APPLE COMPUTER, INC. CUPERTINO, CA.	POWER MAC 7600/120 COMPUTER	http:// www.power.com/pc	POWER MAC			
0/373/100/6	PROCTOR & GAMBLE	TOOTH PASTE	http:// www.tooth.com/pc	CREST			
3/12547/ 68404/0	WARNER WELCOME.	ACID REDUCER	http:// www.zantac.com/pc	ZANTAC ZANTAC 75			
0/00005/ 17643/4	KODAK, INC.	FILM PROCESSING	http:// www.kodak.com/pc	KODAK			
• • •	• • •	• • •	• • •	• • •	• • •	• • •	• • •
0/27242/ 51057/9	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com/ pc	SONY			

CONSUMER PRODUCT INFO. REQUEST,
CPIR-ENABLING APPLLET LIBRARY

FIG. 4A1

52/1046

URL	PRODUCT SPECIFICATION INFORMATION FIELD	PRODUCT UPDATE INFORMATION FIELD	PRODUCT WARRANTY / SERVING INFORMATION FIELD	PRODUCT INCENTIVE INFORMATION FIELD	PRODUCT REVIEW INFORMATION FIELD	MISCELLANEOUS INFORMATION FIELD	PRODUCT ADVERTISEMENT INFORMATION FIELD
•	•	•	•	•	•	•	•
•	•	•	•	•	•	•	•
•	•	•	•	•	•	•	•

FIG. 4A2

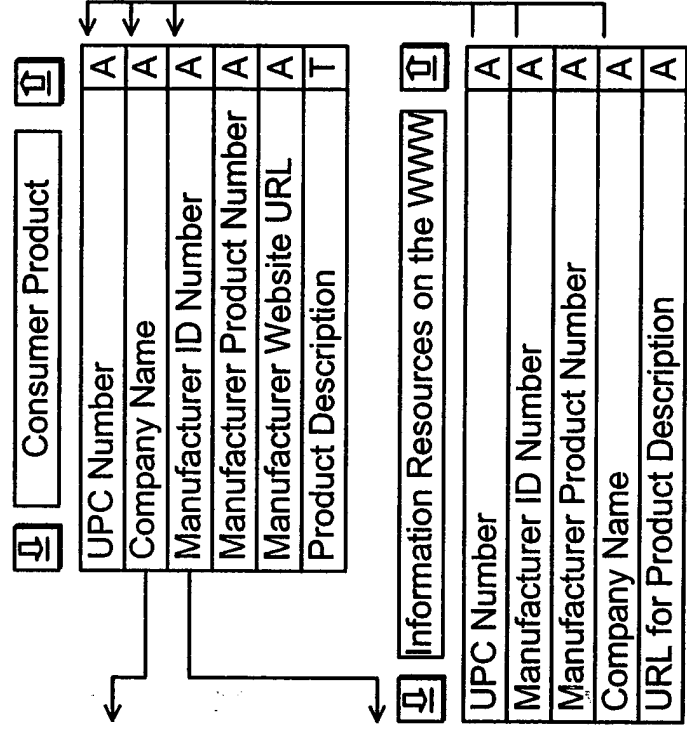
53/1040

IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COCA SODA	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
:	:	:	:	:	:
:	:	:	:	:	:
:	:	:	:	:	:

FIG. 4B

5A/1046

Manufacturer	
Company Name	
Street Address	
City	
State	
Postal Code	
Country	
Manufacturer ID Number	
Contact Person	
Phone Number	
E-Mail	
Domain Name	
Website Creation Date	
Website Existence	
Manufacturer Website URL	



Manufacturer	
Company Name	A
Street Address	A
City	A
State	A
Postal Code	A
Country	A
Manufacturer ID Number	A
Contact Person	A
Phone Number	A
E-Mail	A
Domain Name	A
Website Creation Date	D
Website Existence	A
Manufacturer Website URL	A

FIG. 4C1

FIG. 4C

Consumer Product
UPC Number
Company Name
Manufacturer ID Number
Manufacturer Product Number
Manufacturer Website URL
Product Description
Primary Trademark
Secondary Trademark
Package Type
UPC Symbol Type
Website Marking on Package
800 Consumer Phone Number

FIG. 4C2

Info. Resources on WWW
UPC Number
Manufacturer ID Number
Manufacturer Product Number
Company Name
URL For Product Description
URL For Product Manual
URL For Warranty Service
URL For WWW Advertisement
URL For WWW Advertisement
URL For WWW Advertisement
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Retailer No.1
URL For Product Retailer No.2
URL For Product Retailer No.3
URL For Direct Product Purchase
URL For Complementary Product
URL For Complementary Product
URL For Complementary Product
URL For Company Annual Report
URL For Company Stock Purchase

FIG. 4C3

56/1046

RETAILER
Company Name
Street Address
City
State
Postal Code
Country
Manufacturer ID Number
Contact Person
Phone Number
E-Mail
Domain Name
Website Creation Date
Website Existence
Manufacturer Website URL
Manufacturer No. 1
Manufacturer No. 2
Manufacturer No. 3
Manufacturer No. 4
Manufacturer No. 5
Manufacturer No. 6
Manufacturer No. 7
Manufacturer No. 8
Manufacturer No. 9
Manufacturer No. 10
⋮
Manufacturer No. N

FIG. 4D

57/1046

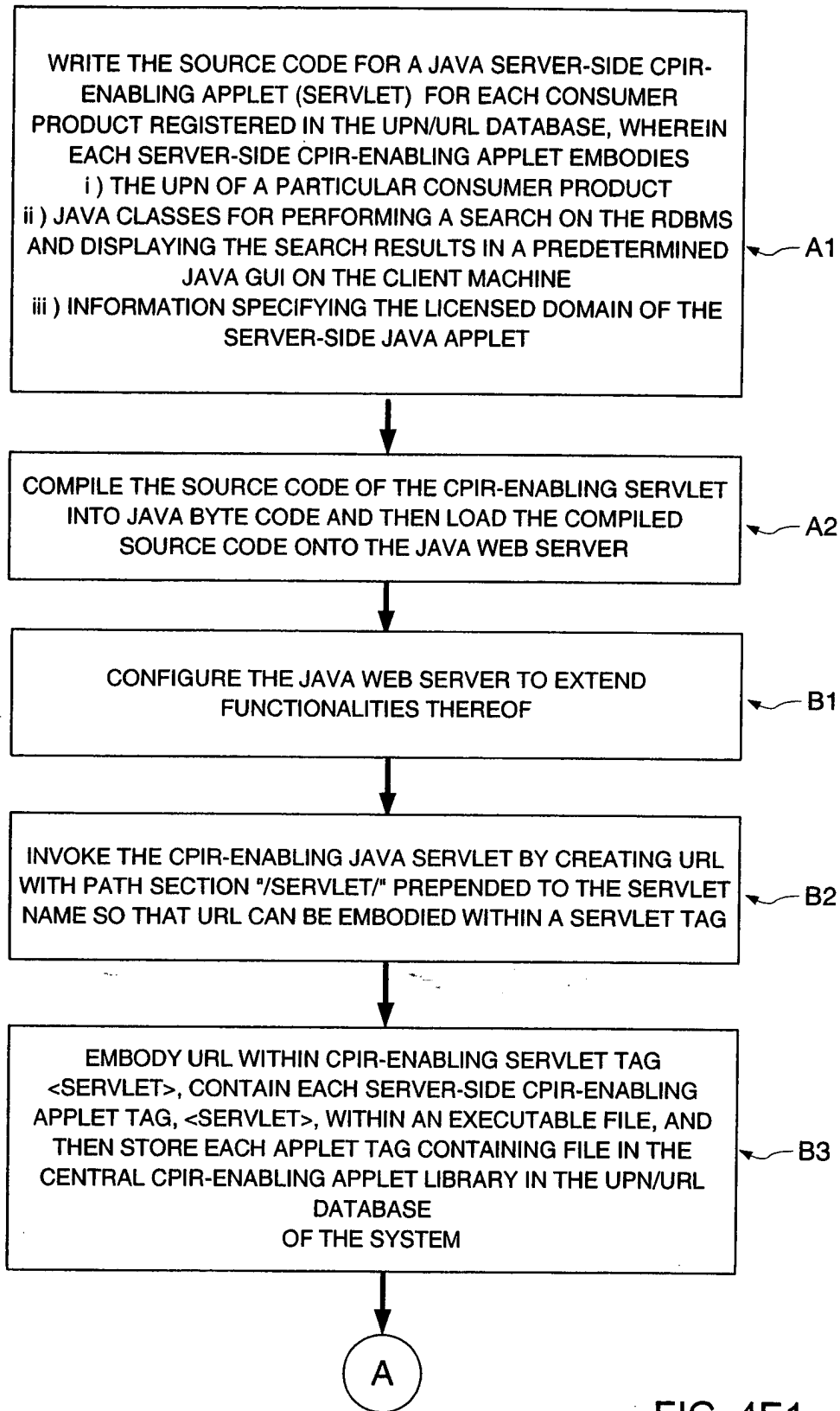


FIG. 4E1

590/1046

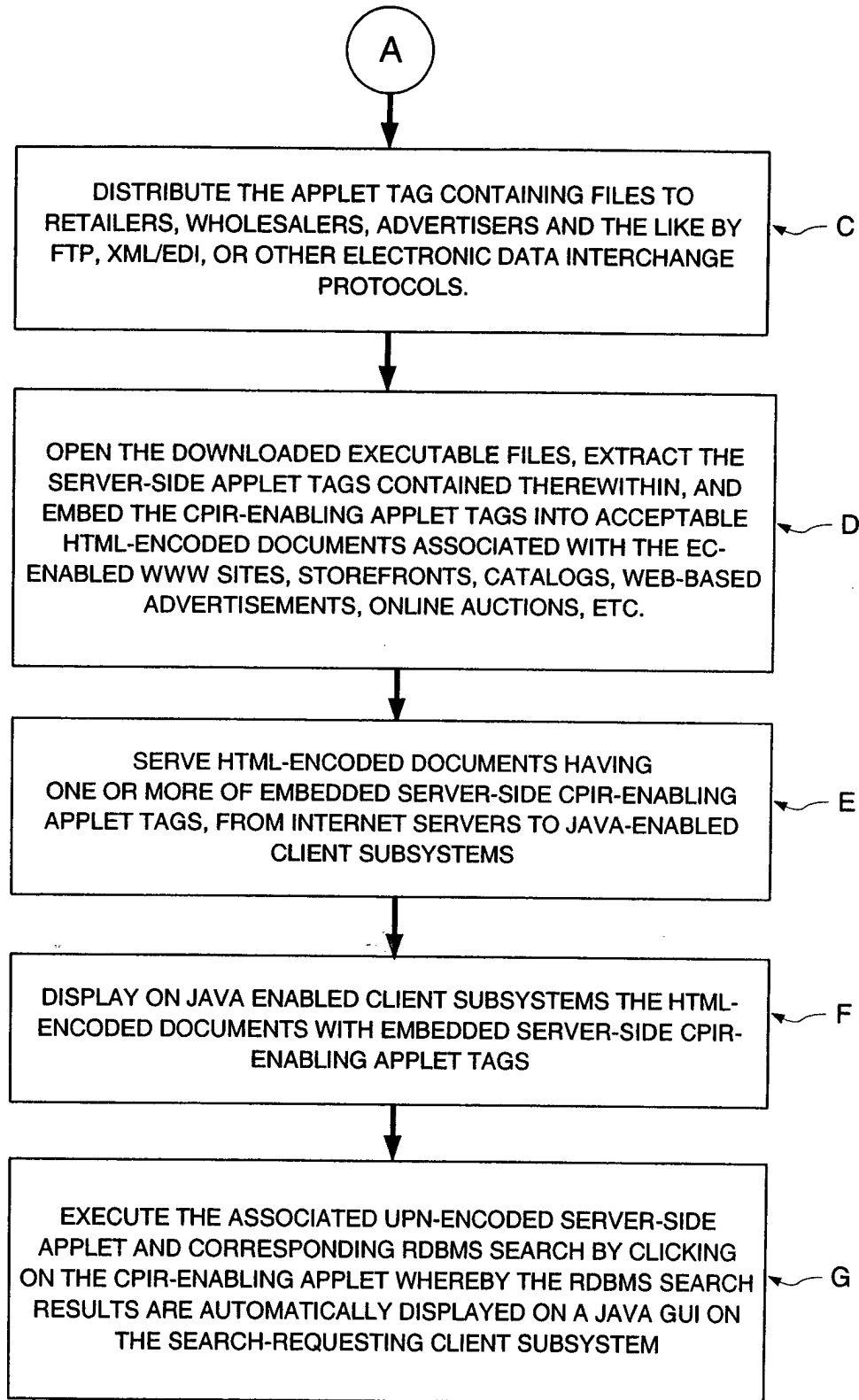


FIG. 4E2

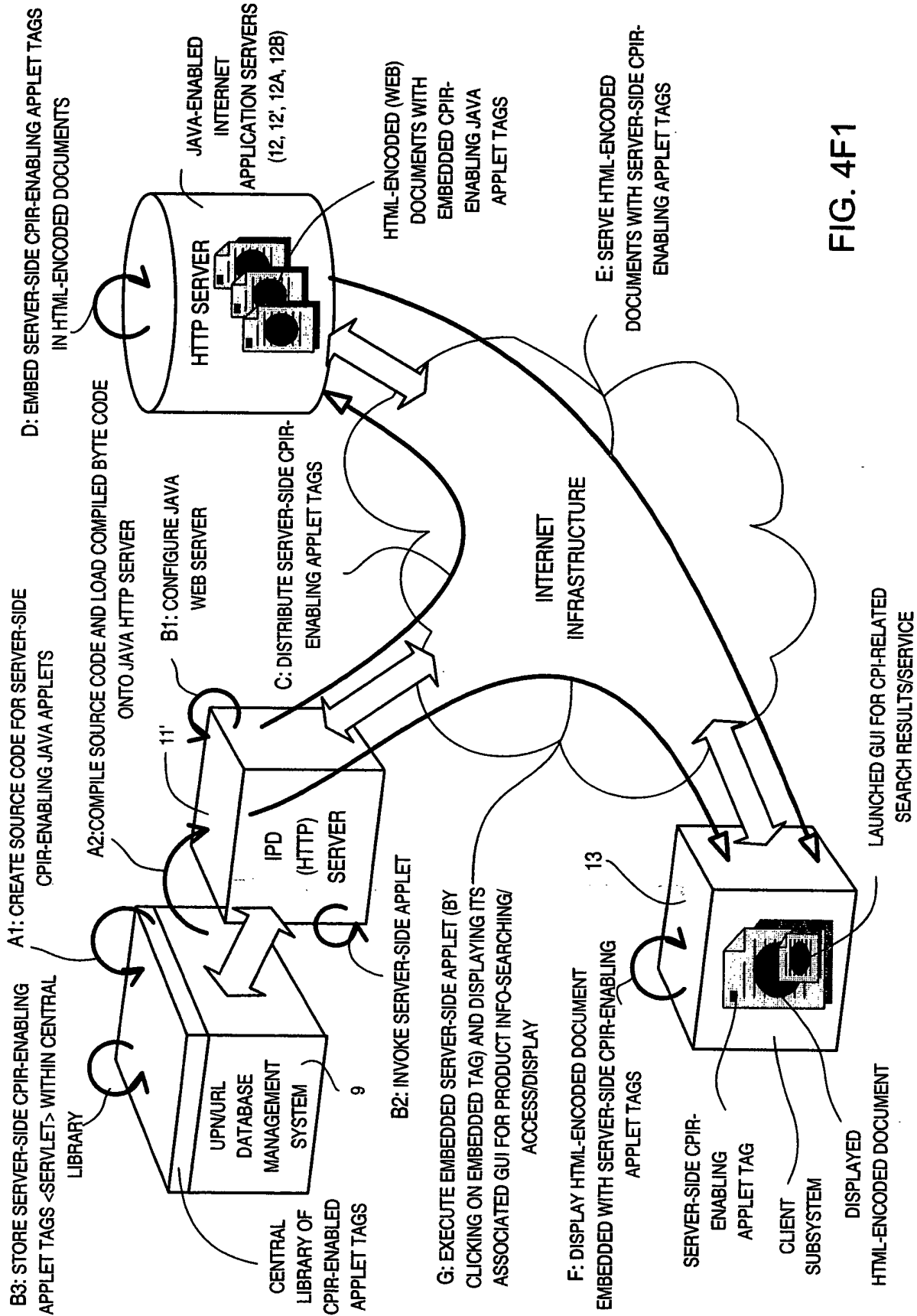


FIG. 4F1

60/1046

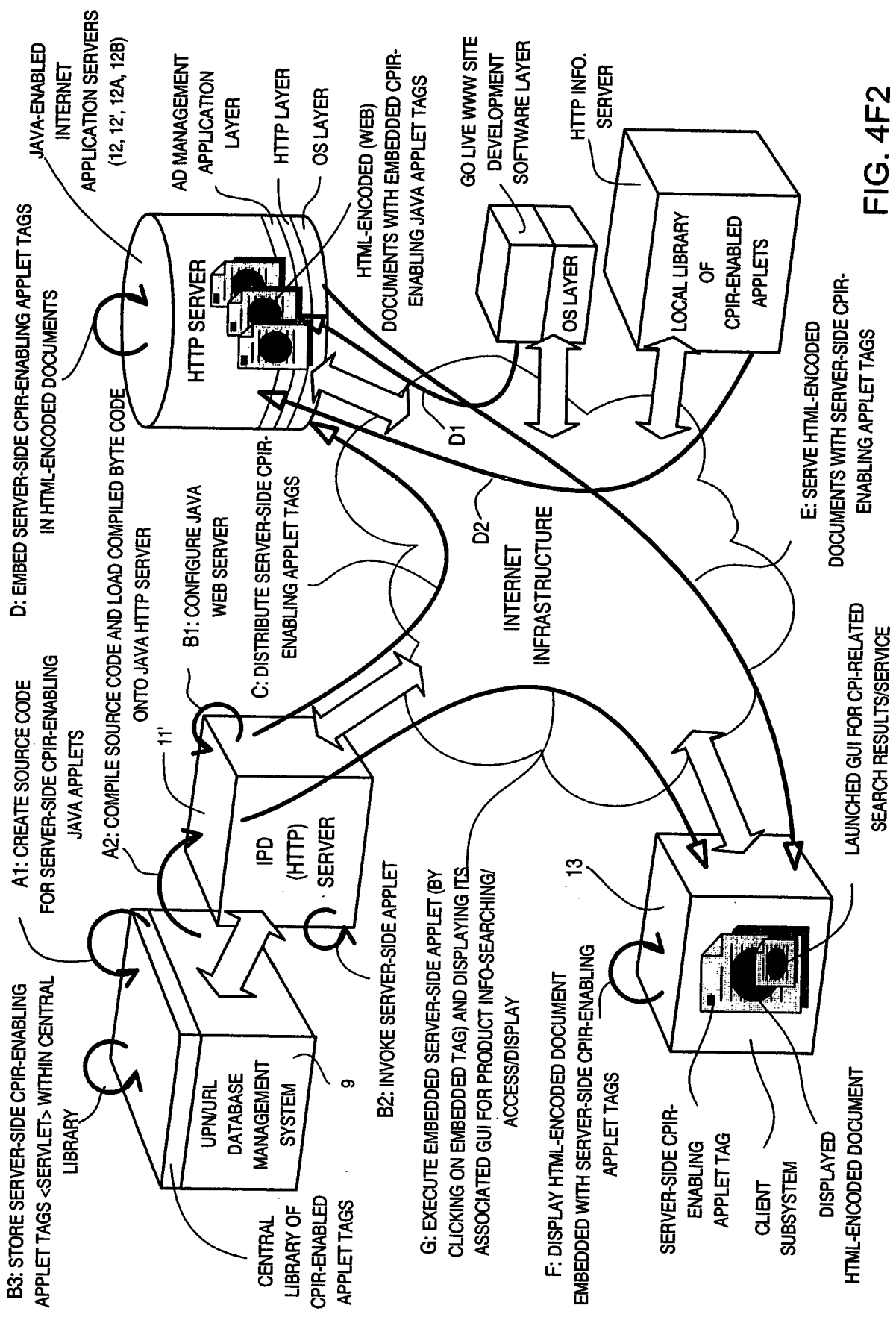


FIG. 4F2

61/1046

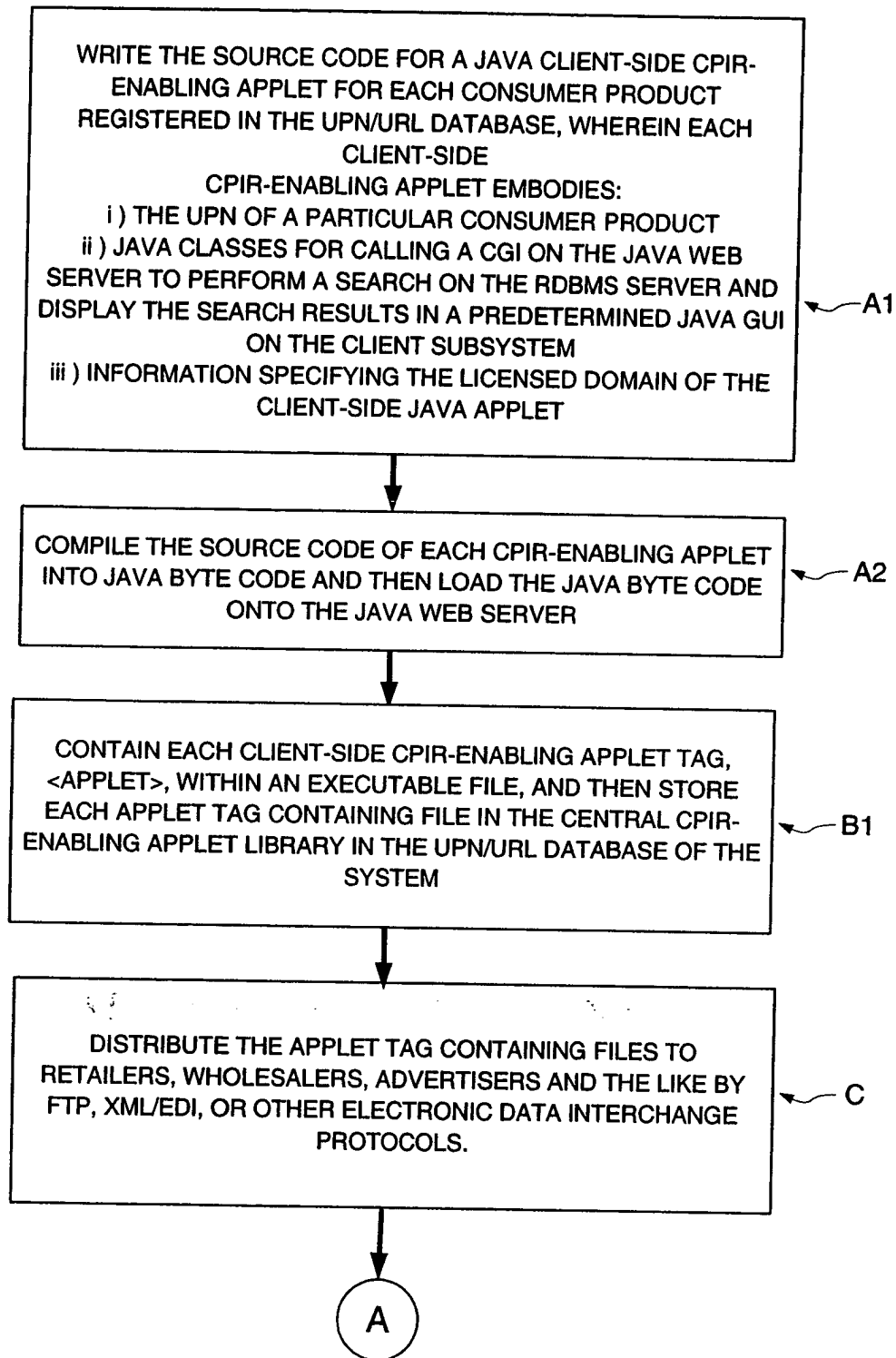


FIG. 4G1

62(1046

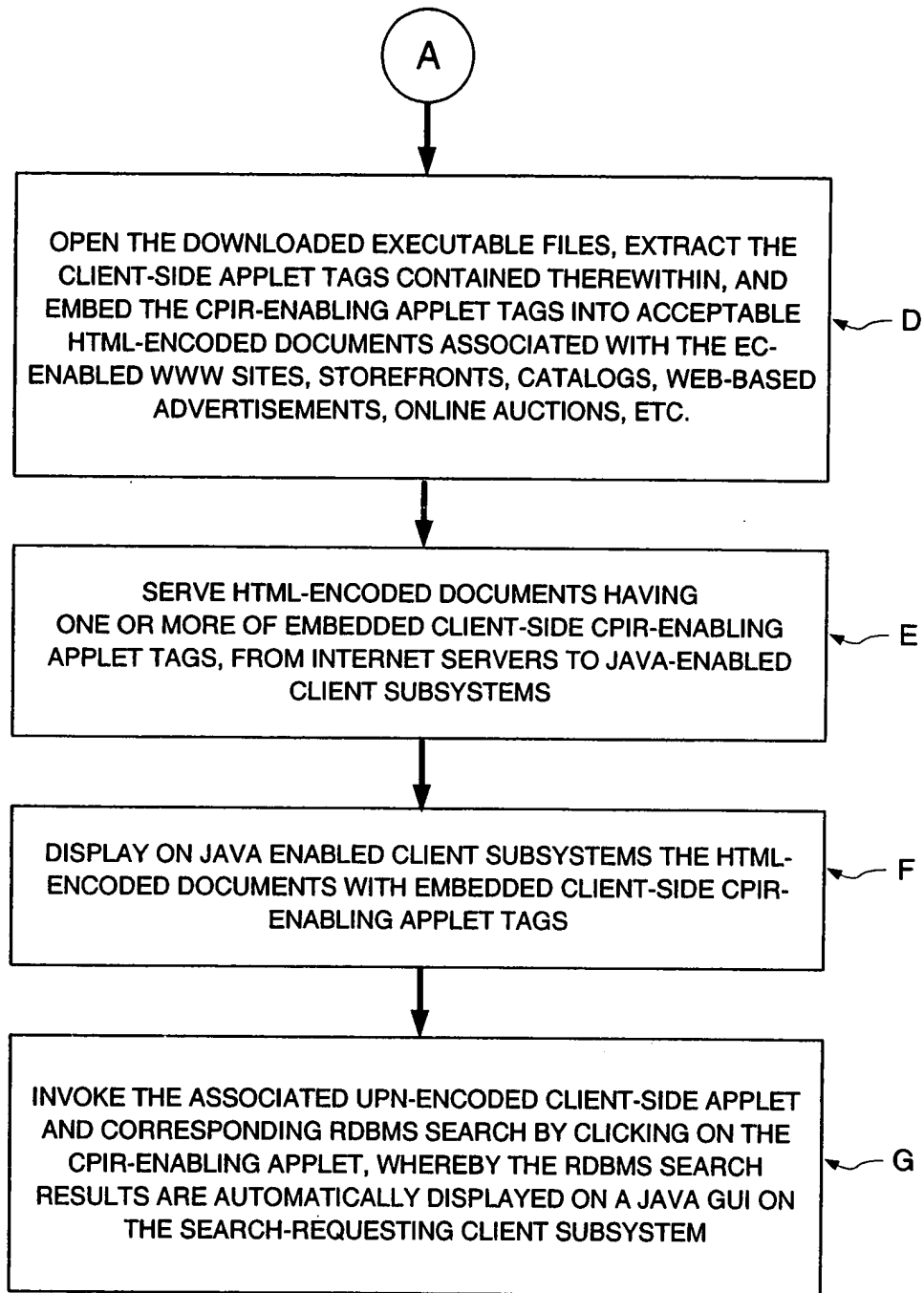


FIG. 4G2

6/3/046

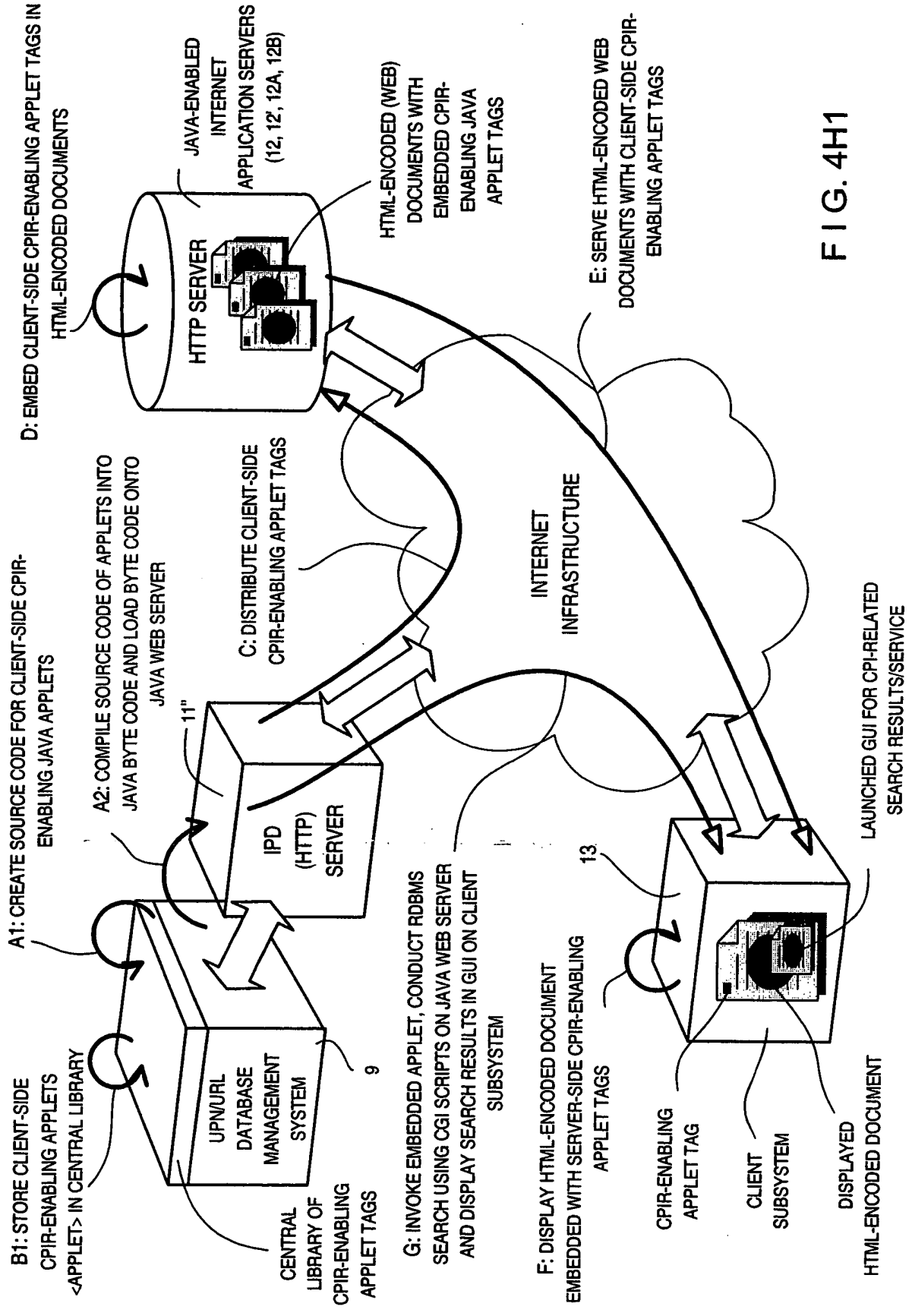


FIG. 4H1

65/1040

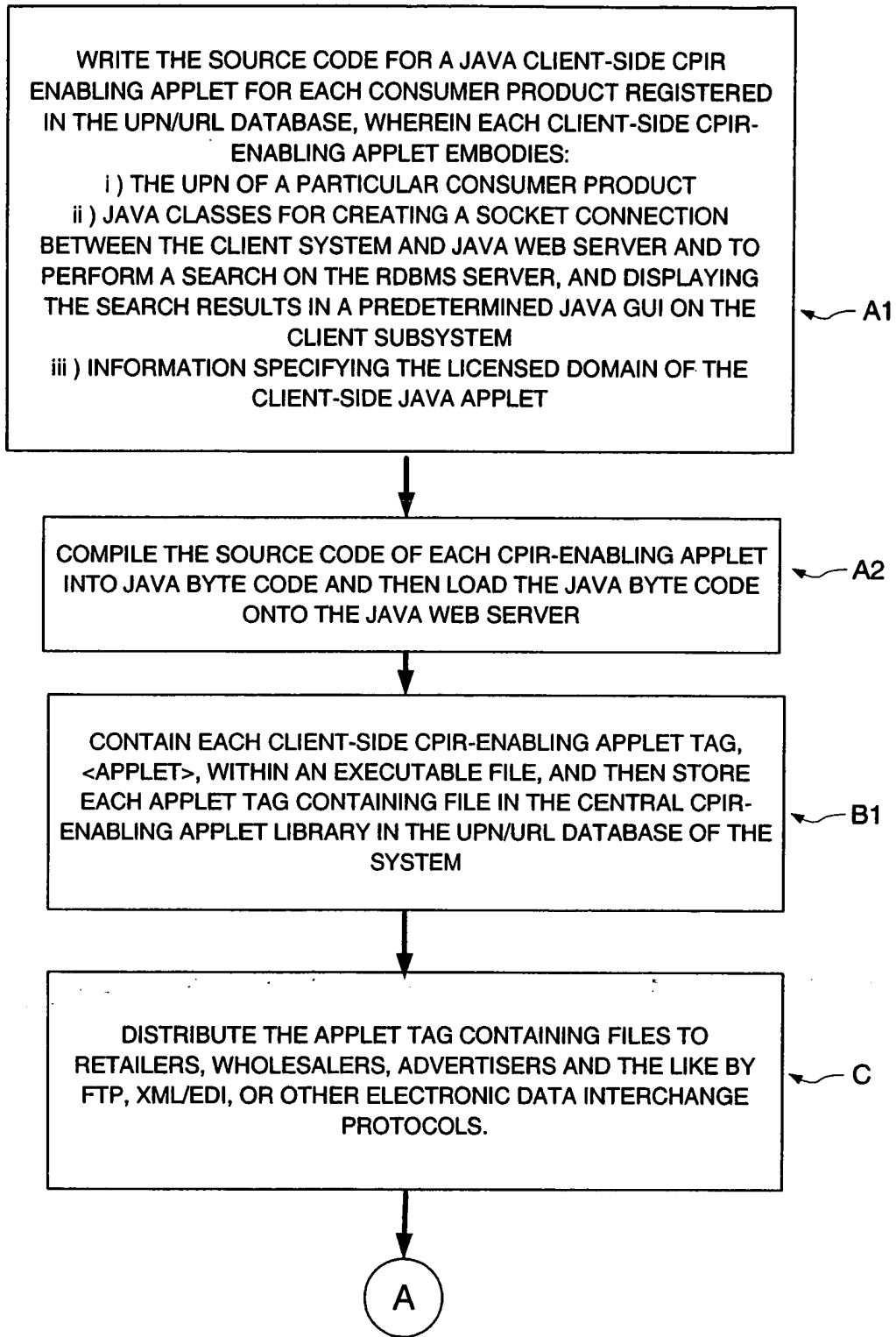


FIG. 411

66/1046

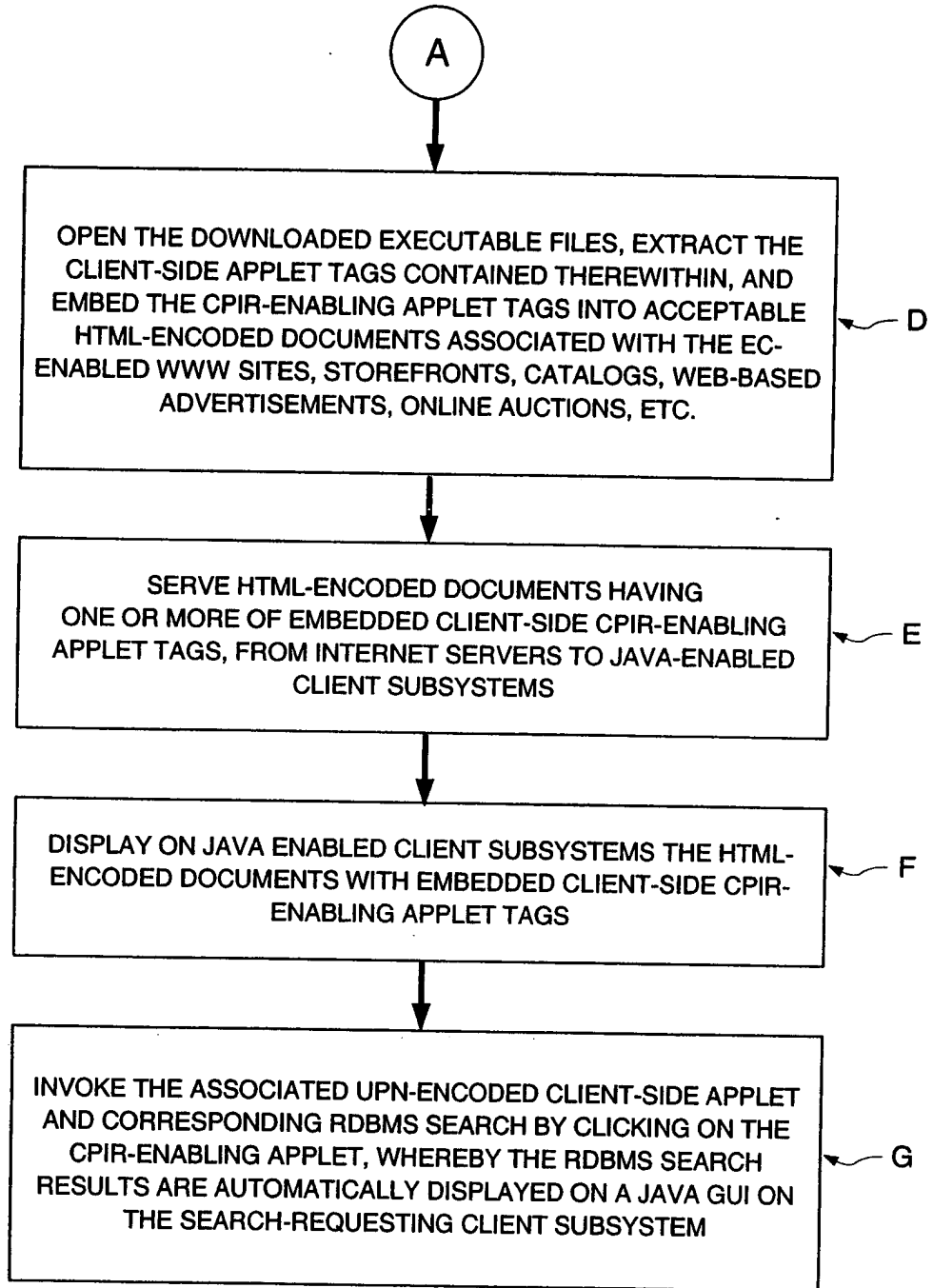


FIG. 412

67/1046

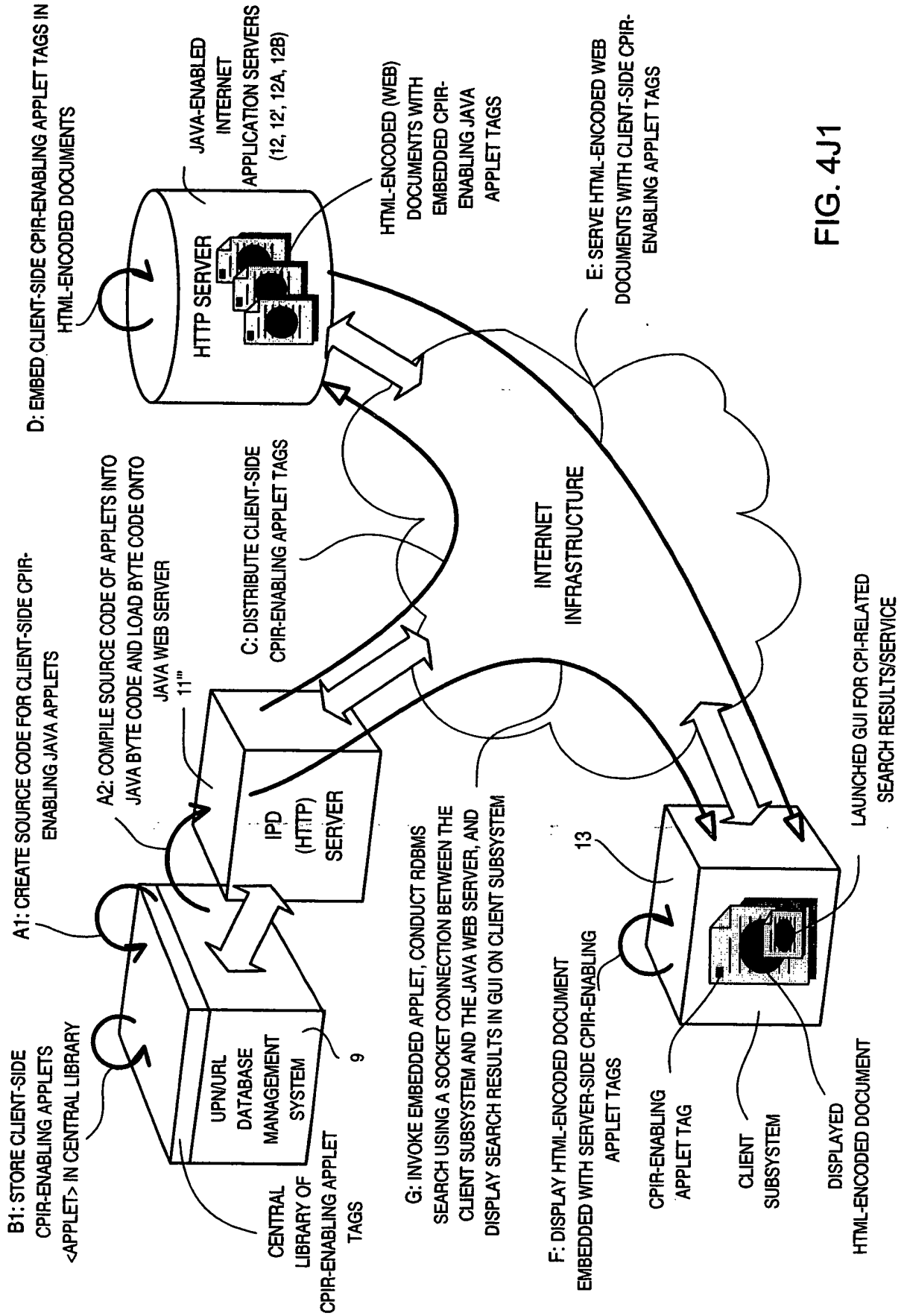


FIG. 4J1

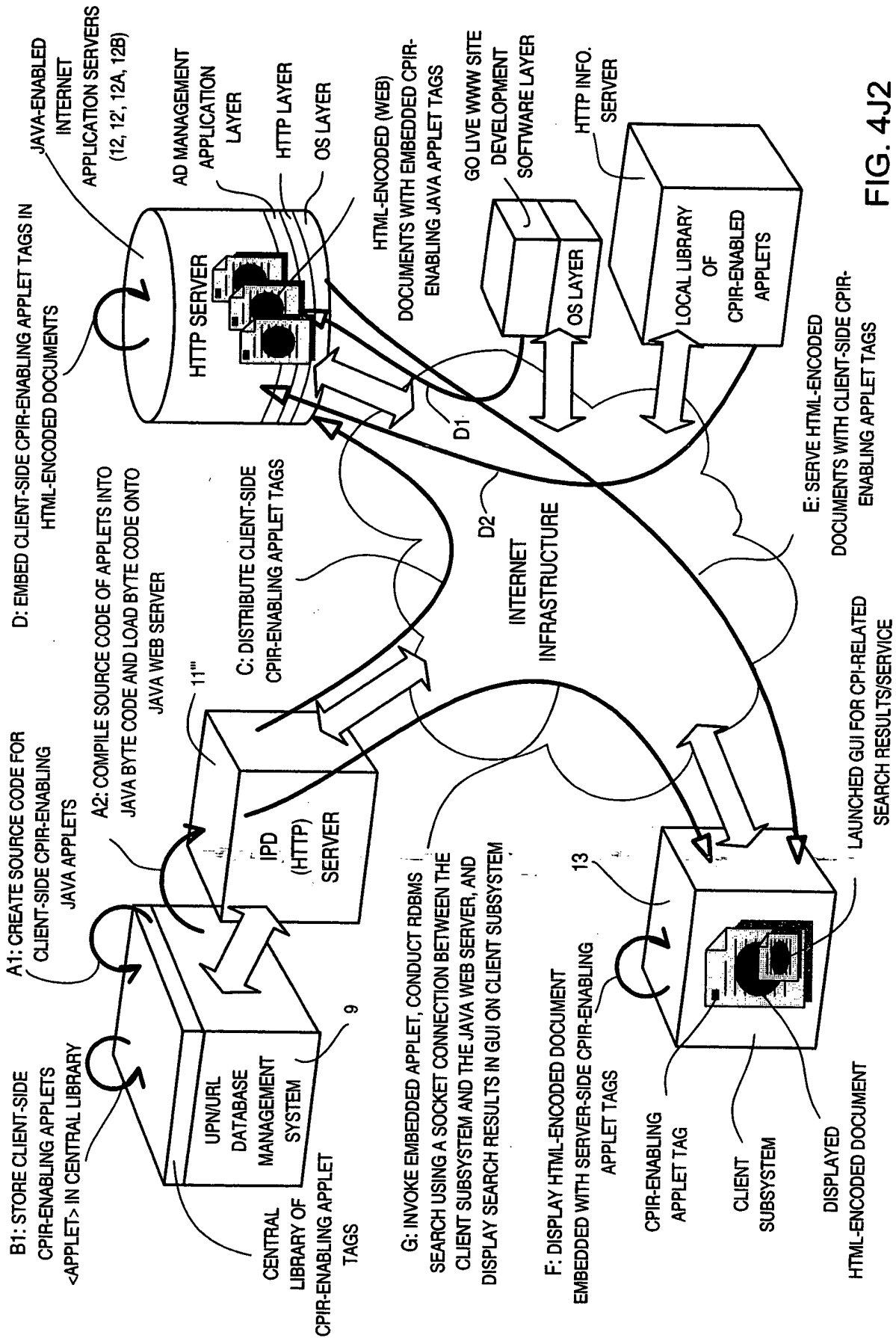


FIG. 4J2

69/0046

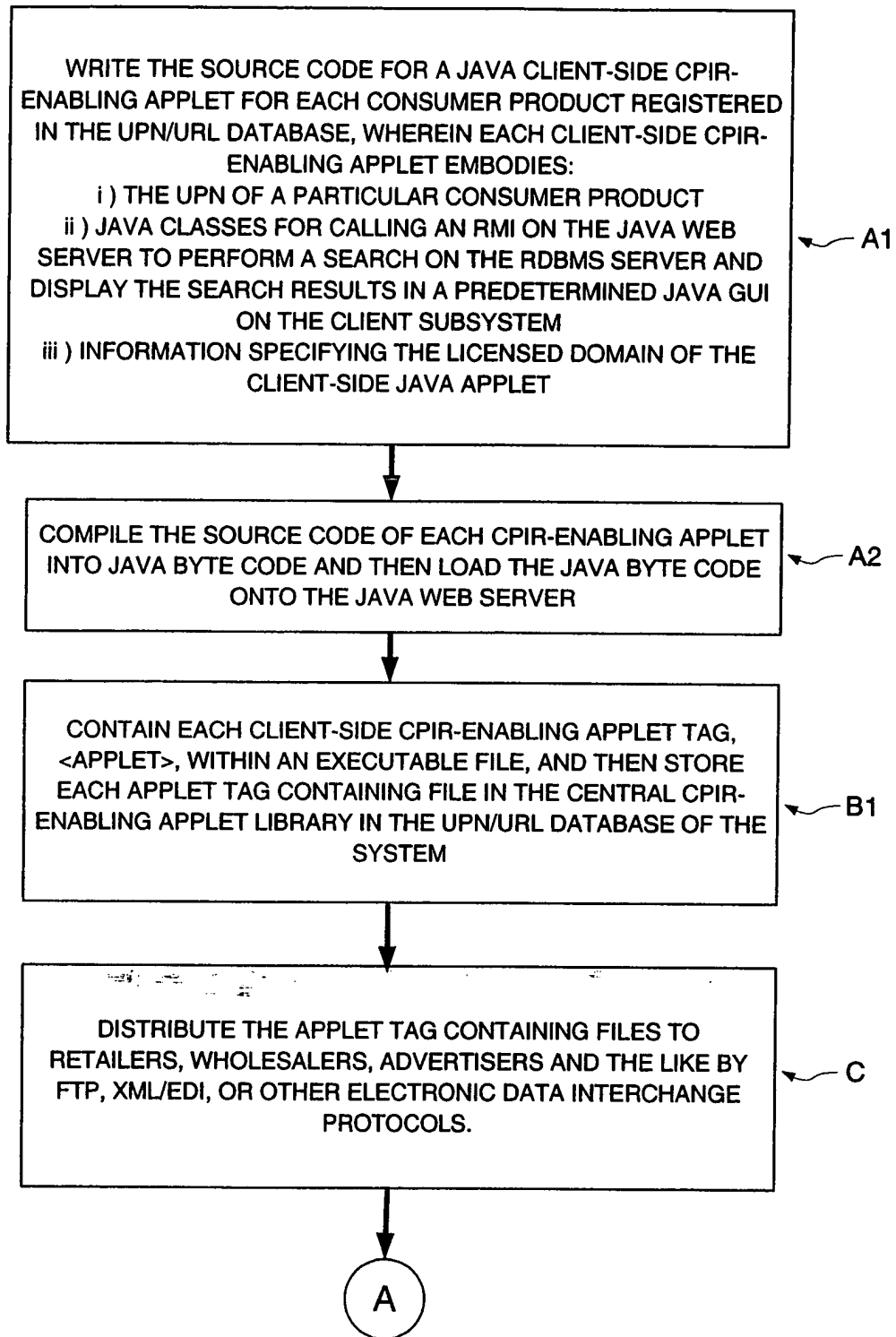


FIG. 4K1

70/1046

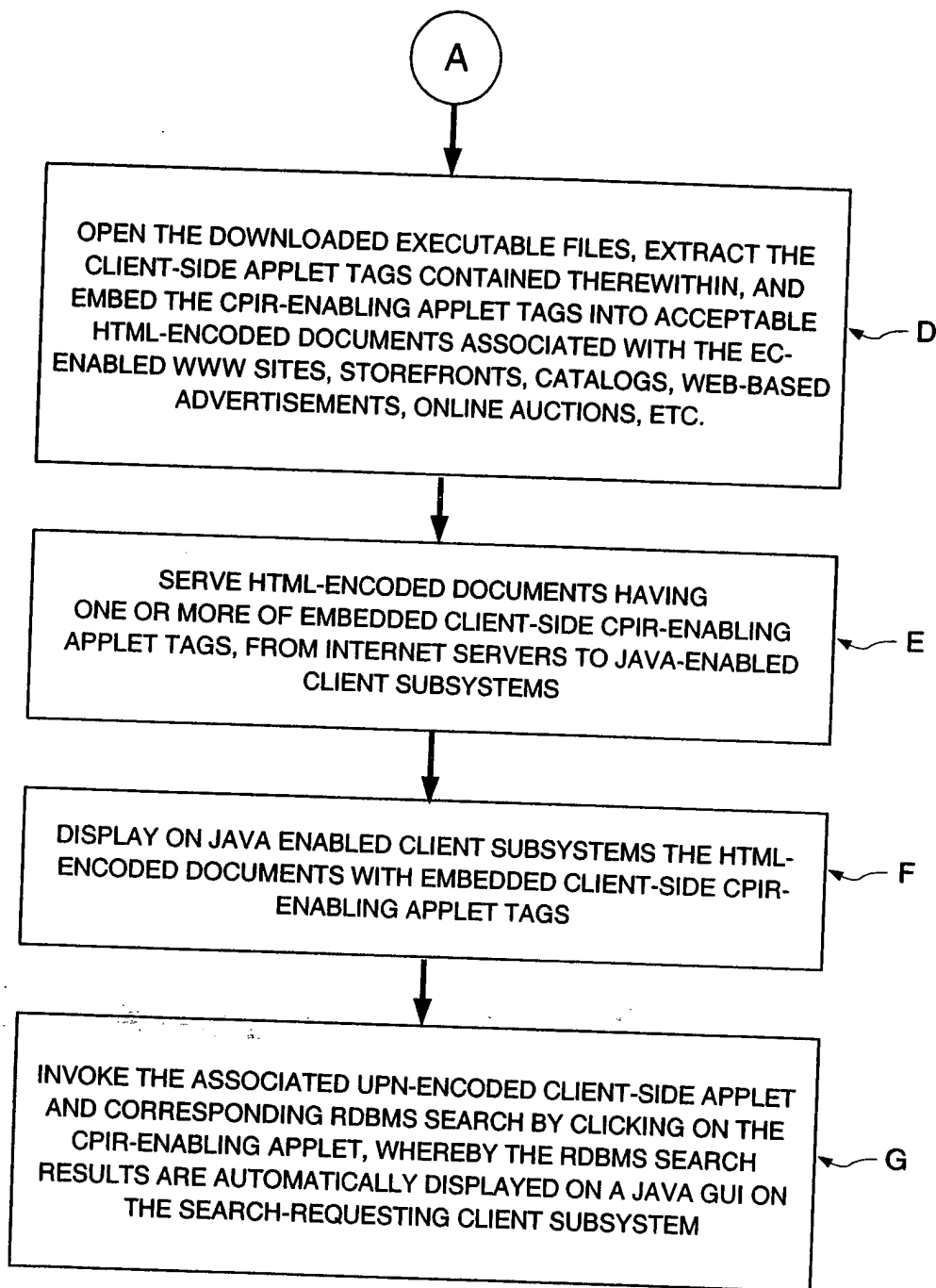


FIG. 4K2

71/ 1046

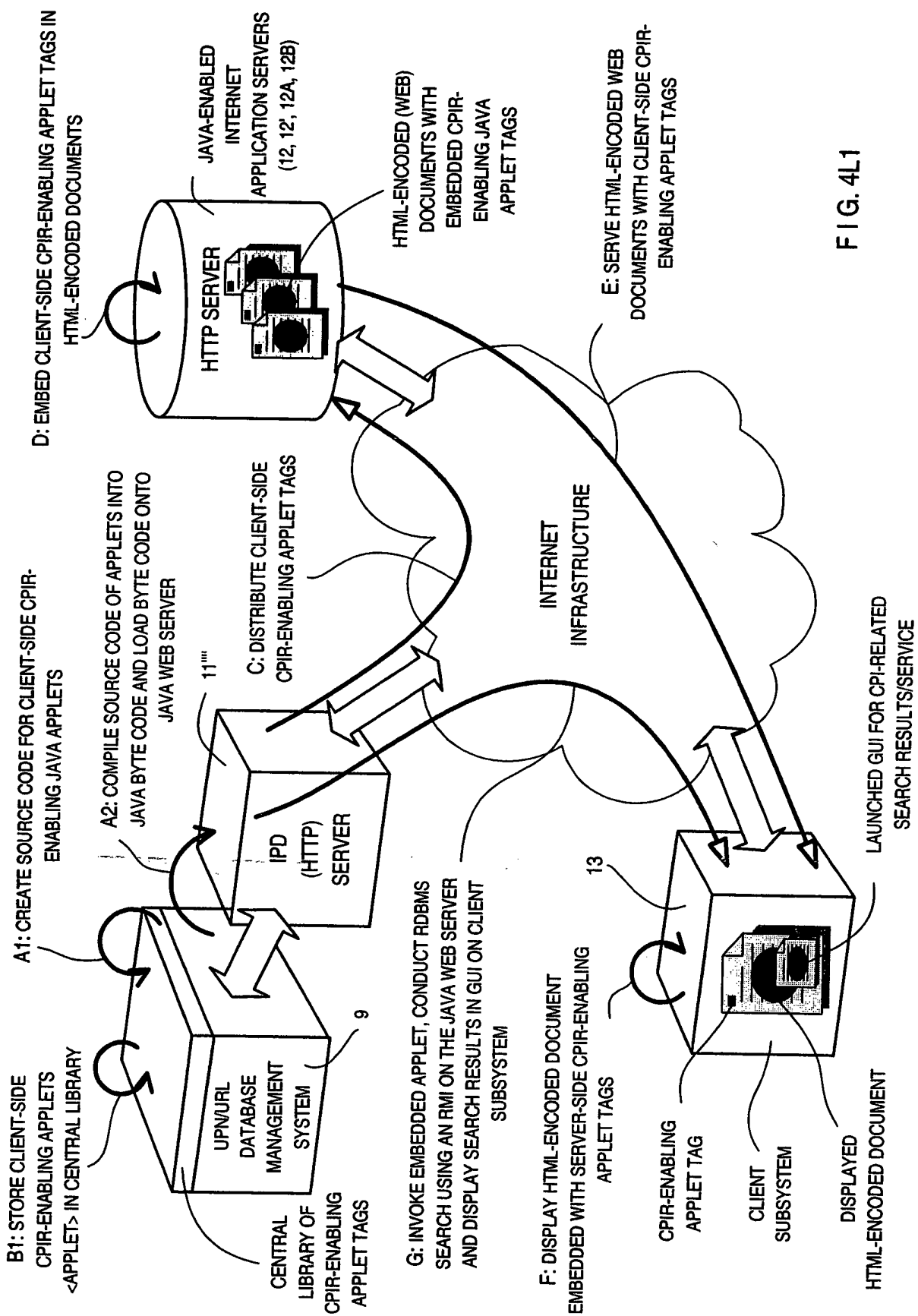


FIG. 4L1

73/ 1046

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			Send-It-Home™
			Send-It-Home™
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FIG. 4M1

7A/1046

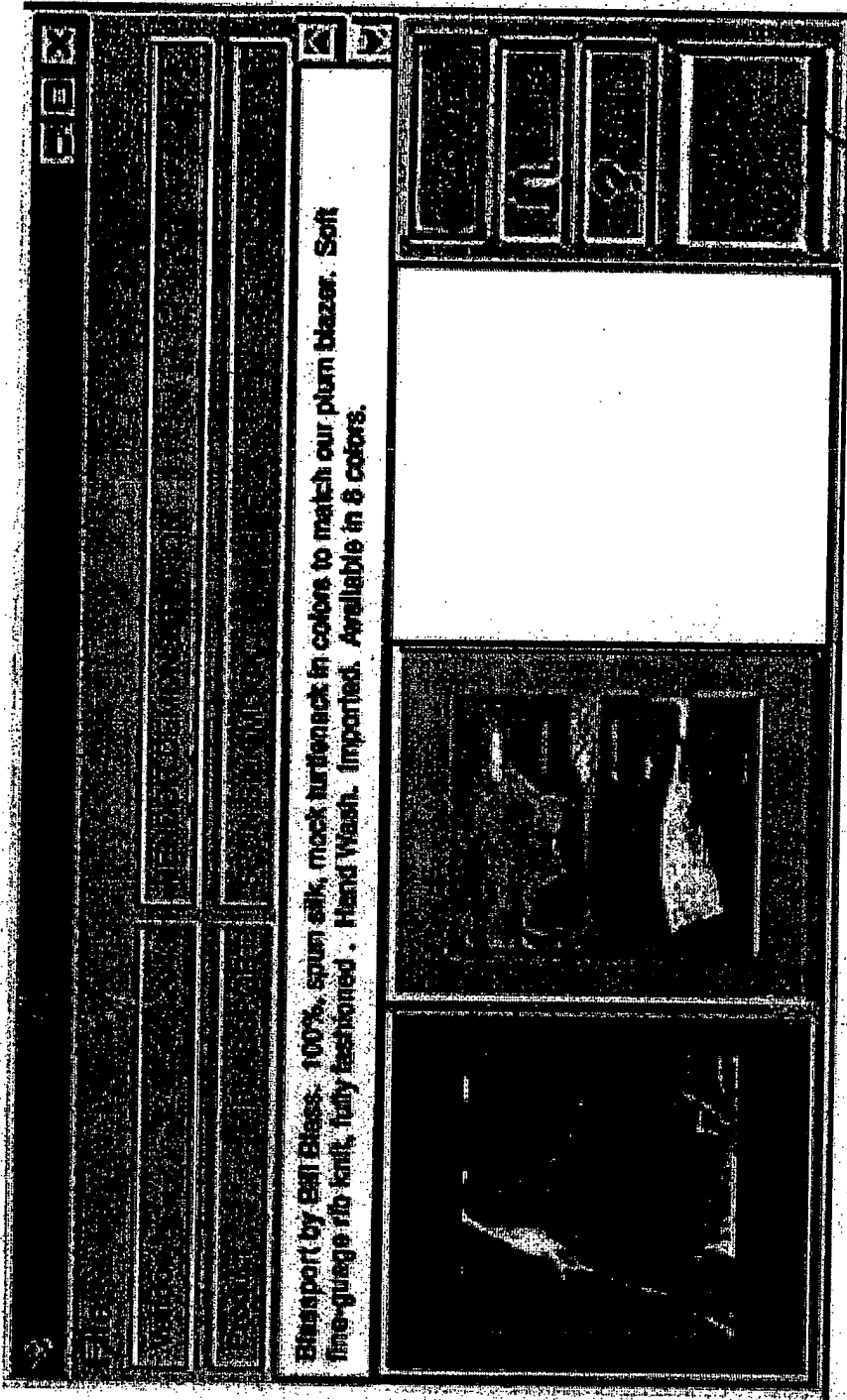


FIG. 4M2

76/1046

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FIG. 4N2

77/1046

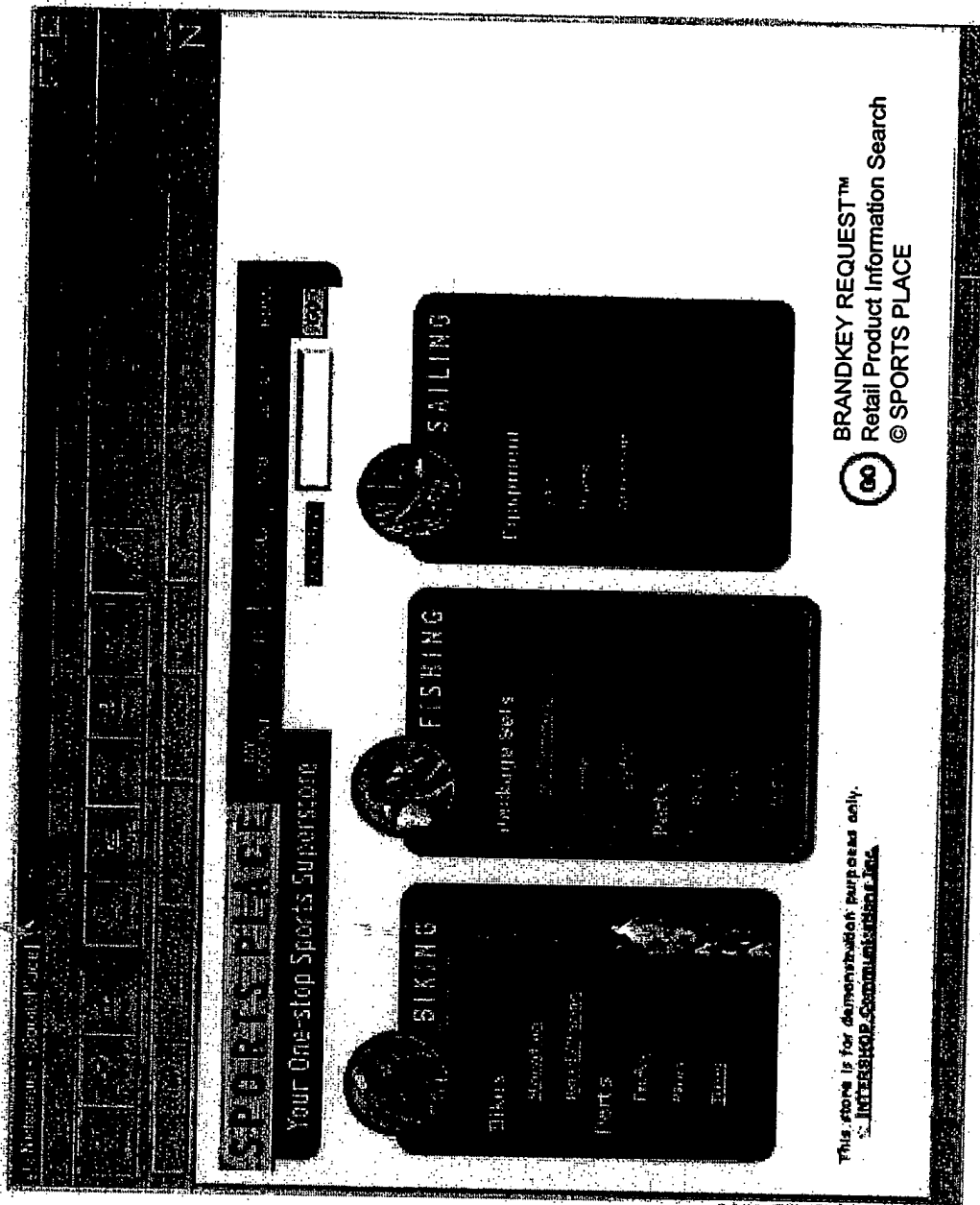


FIG. 401

79/1046

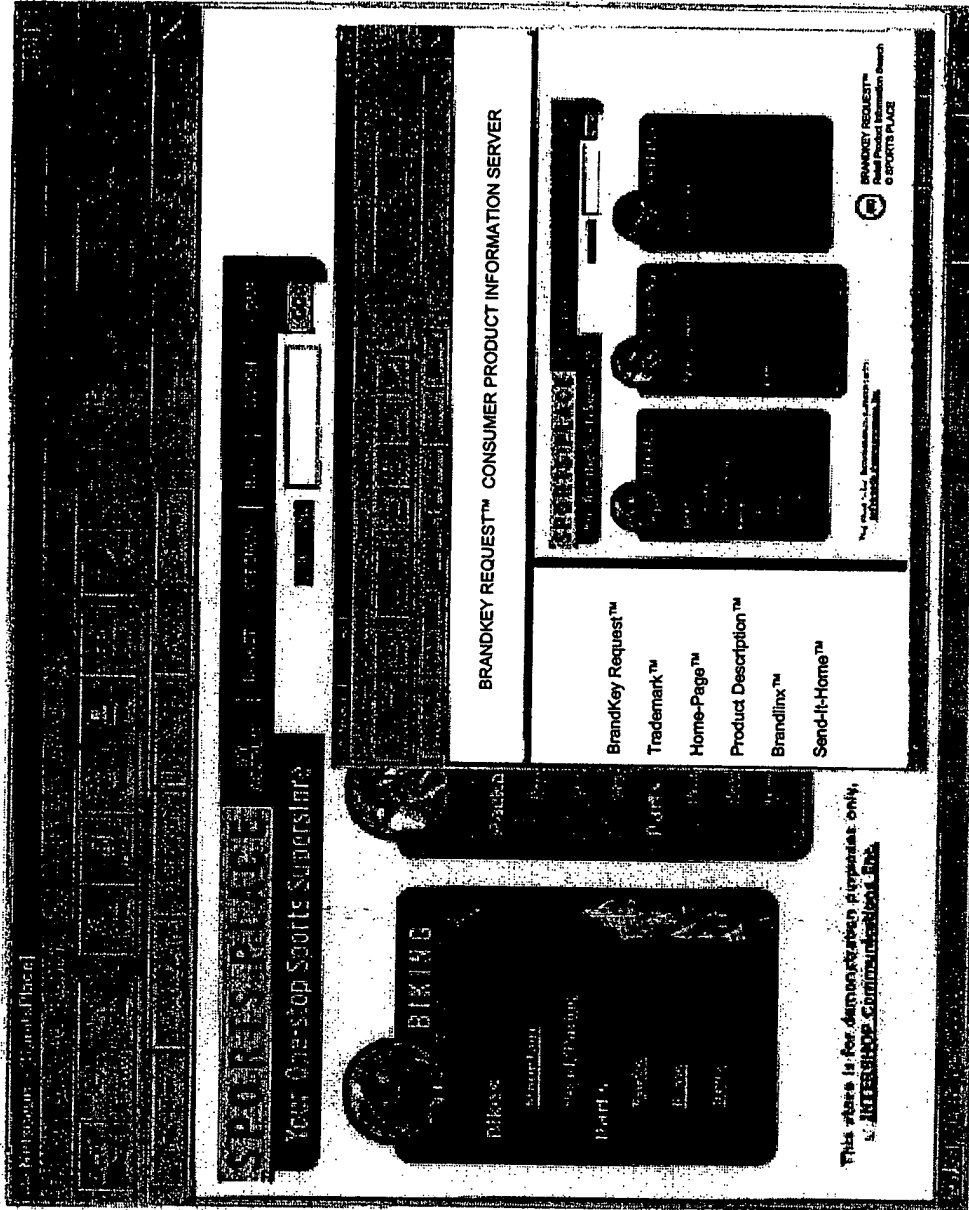


FIG. 402

79/1046

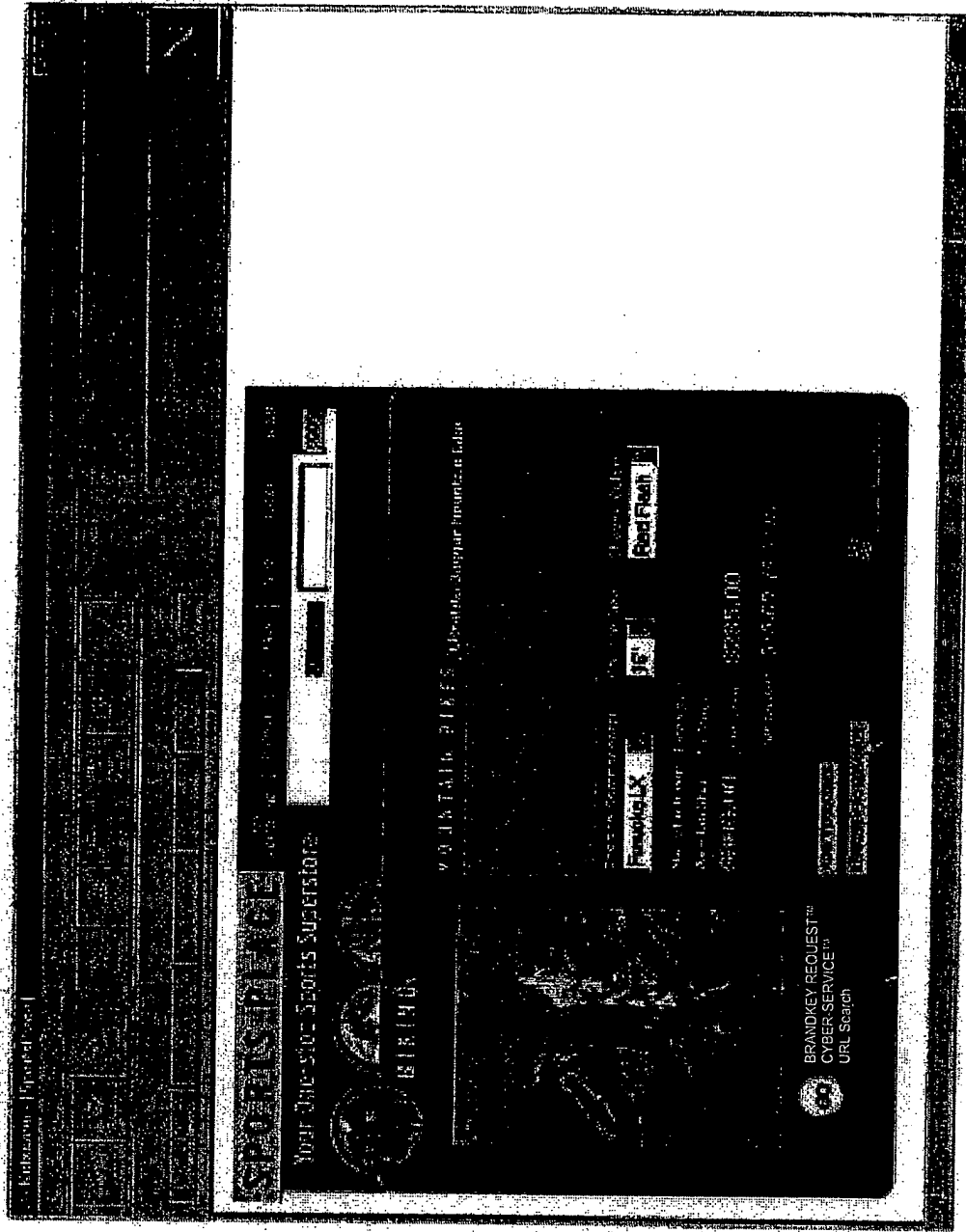


FIG. 4P1

80/1046

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UPC: 000000000 Trademark: **Furukoh LY**

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Advertisements: <http://www.furukoh.com>

Endorsements: <http://www.furukoh.com>

Pharmacy Service: <http://www.furukoh.com>

Checkouts/Purchases: <http://www.furukoh.com>

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FIG. 4P2

02/1046

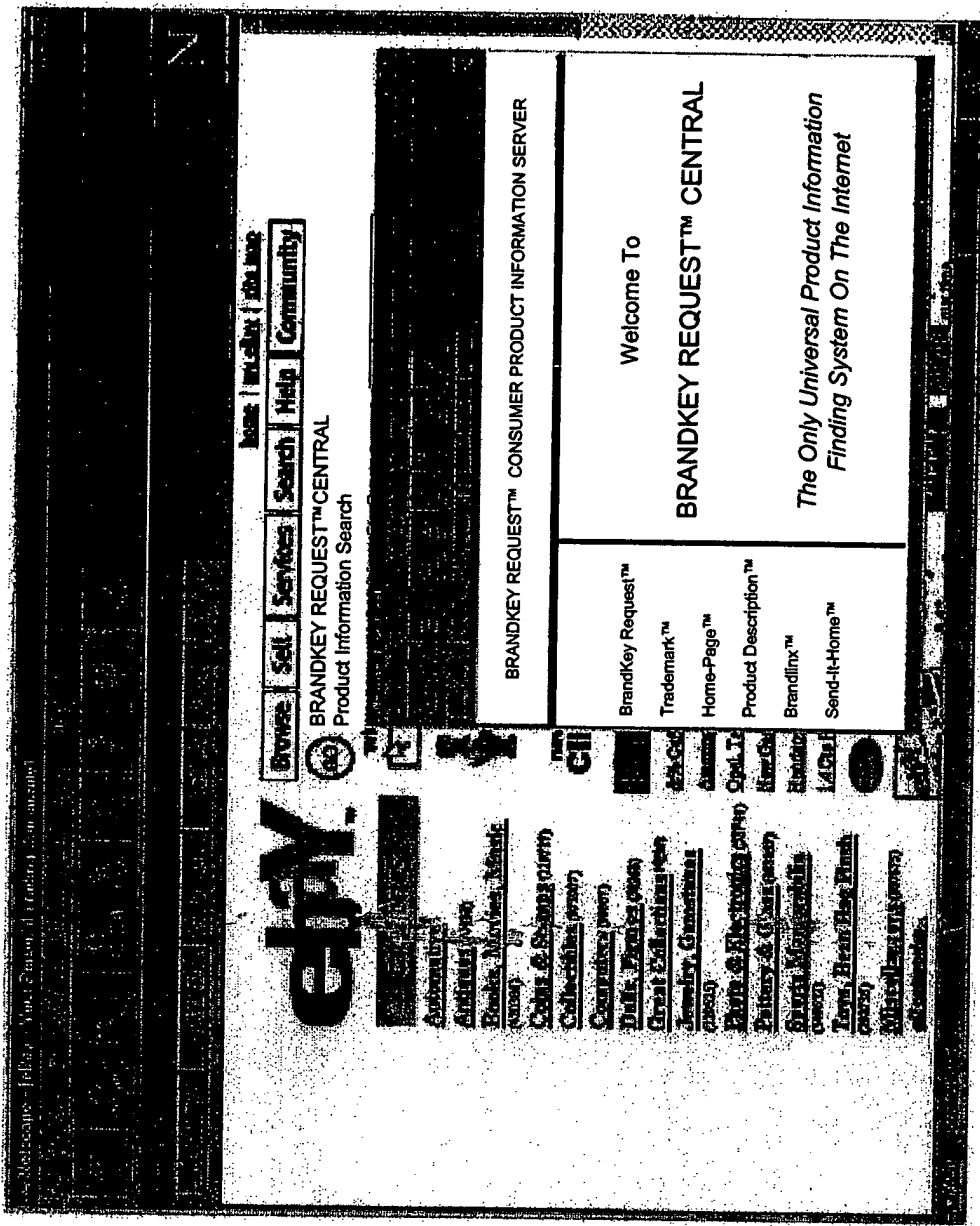


FIG. 4Q2

83/1046

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eBay

Quantity: 1

Time left: 4 days, 7 hours +

Shipped: 180199, 21-29-01 PST

Ends: 11/01/99, 21-29-01 PST

Price: **Item \$110.00**

Buyer pays shipping

Payment: Money Order/Cashiers Checks, Personal Checks. See item description for payment methods accepted

Shipping: Seller might ship to your country only. See item description for details. See item description for shipping charges

Seller assumes all responsibility for listing this item. You should contact the seller to resolve any questions before bidding. Currency is U.S. dollar (\$) unless otherwise noted.

Commission: Direct Commission

Part bid: \$2,000

of bids: 12 (and this auction is a fixed)

Location: Milpitas, CA

US (and this auction is a fixed)

US (and this auction is a fixed)

Estimated Category Auction

View comments to collect feedback points (opens seller's other auctions) (ask seller a question)

all items

Money Order/Cashiers Checks, Personal Checks. See item description for payment methods accepted

Seller might ship to your country only. See item description for details. See item description for shipping charges


Seller assumes all responsibility for listing this item. You should contact the seller to resolve any questions before bidding. Currency is U.S. dollar (\$) unless otherwise noted.

FIG. 4R1

85/1046

INDEX: 11/1/99

2



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Intellectual Property Advocacy


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Facsimile (203) 357-1999
email: info@tjperlaw.com
<http://www.tjperlaw.com>

"To own an invention, one must claim the invention."
To claim the invention, one must express the invention in words.


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FIG. 4S1

86/1046



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FIG. 4S2

07/1046

MacMail The Mail with P Mail - Newsstrip

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FIG. 4S3

89/1046

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E-TRADE

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SEARCH

STOCKS

HELP

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SEARCH

SEARCH

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Search Results for:
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 Trademark: Procter & Gamble

URL	Product Description
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YYYYYYYYYYYY	
ZZZZZZZZZZZZ	

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PROCTER & GAMBLE	Price	110 1/2
100 Shares	Bid	108
	Ask Size	100
	Volume	0
	Day Range	108 1/2
	EPS	2.59
	Shares	100 1/2

BrandKey Trademark-URL Search

FIG. 4T2

90/1046

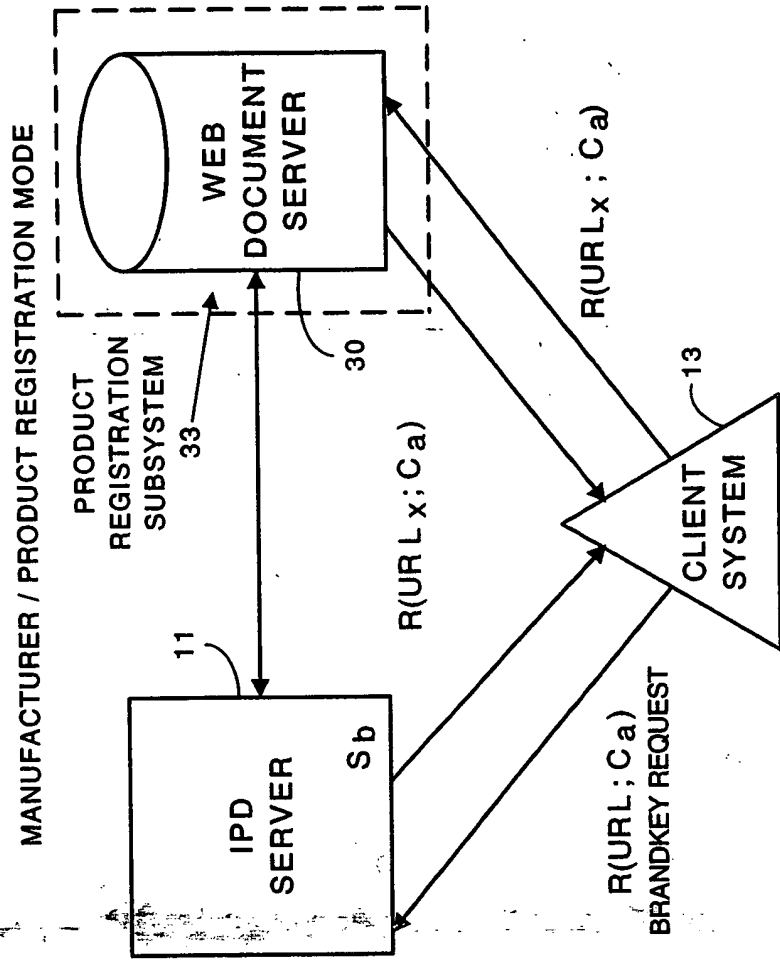


FIG. 5A

91/1046

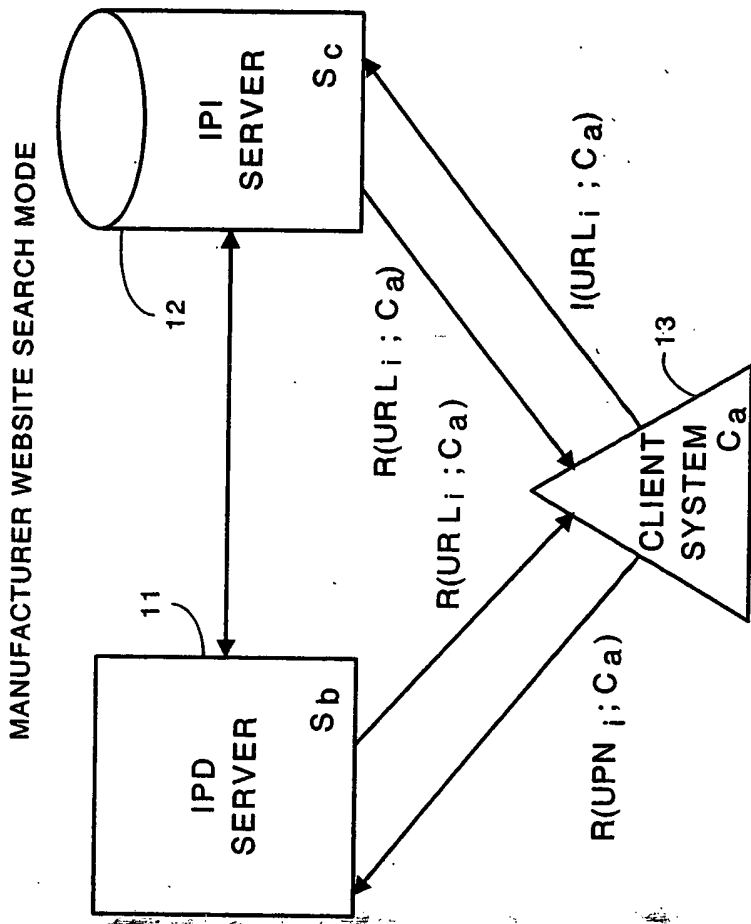


FIG. 5B

92/1046

UPN - DIRECTED INFORMATION ACCESS MODE

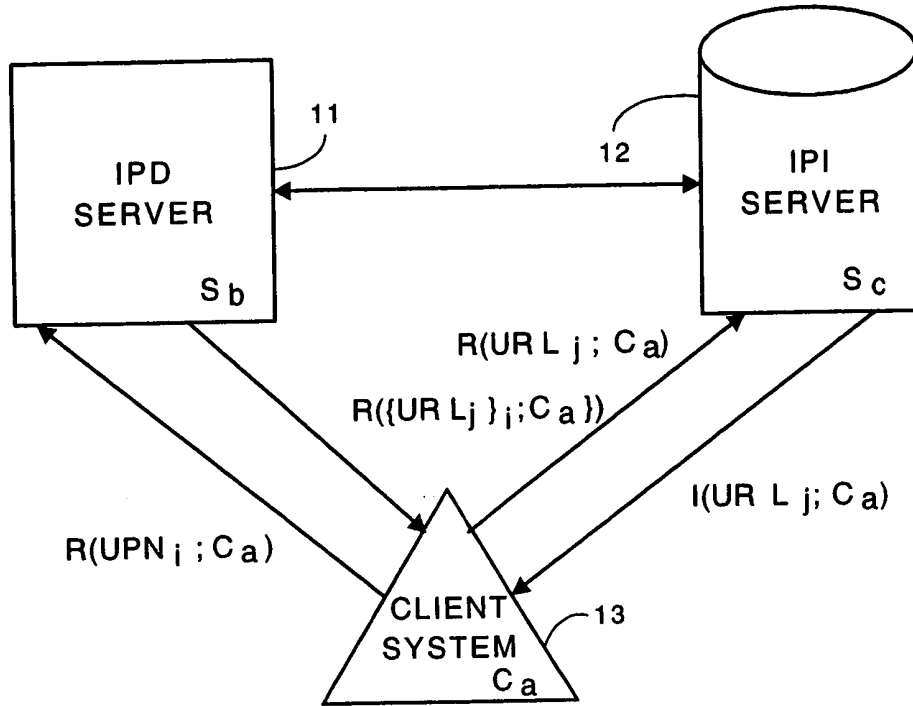


FIG. 5C

TRADE - MARK DIRECTED SEARCH MODE

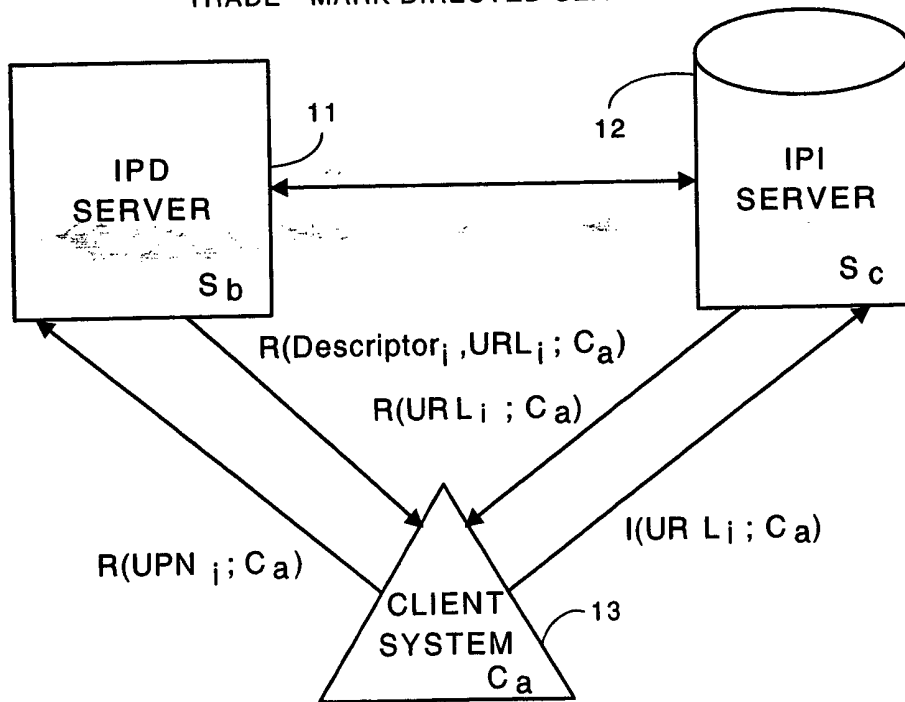


FIG. 5D

93/1046

PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

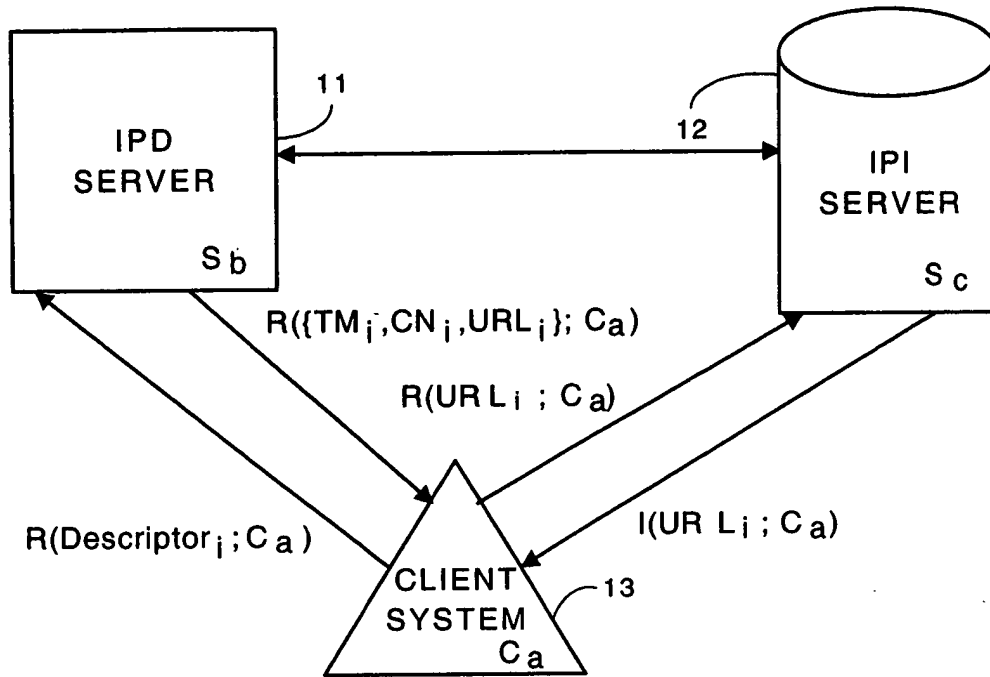


FIG. 5E

94/1046

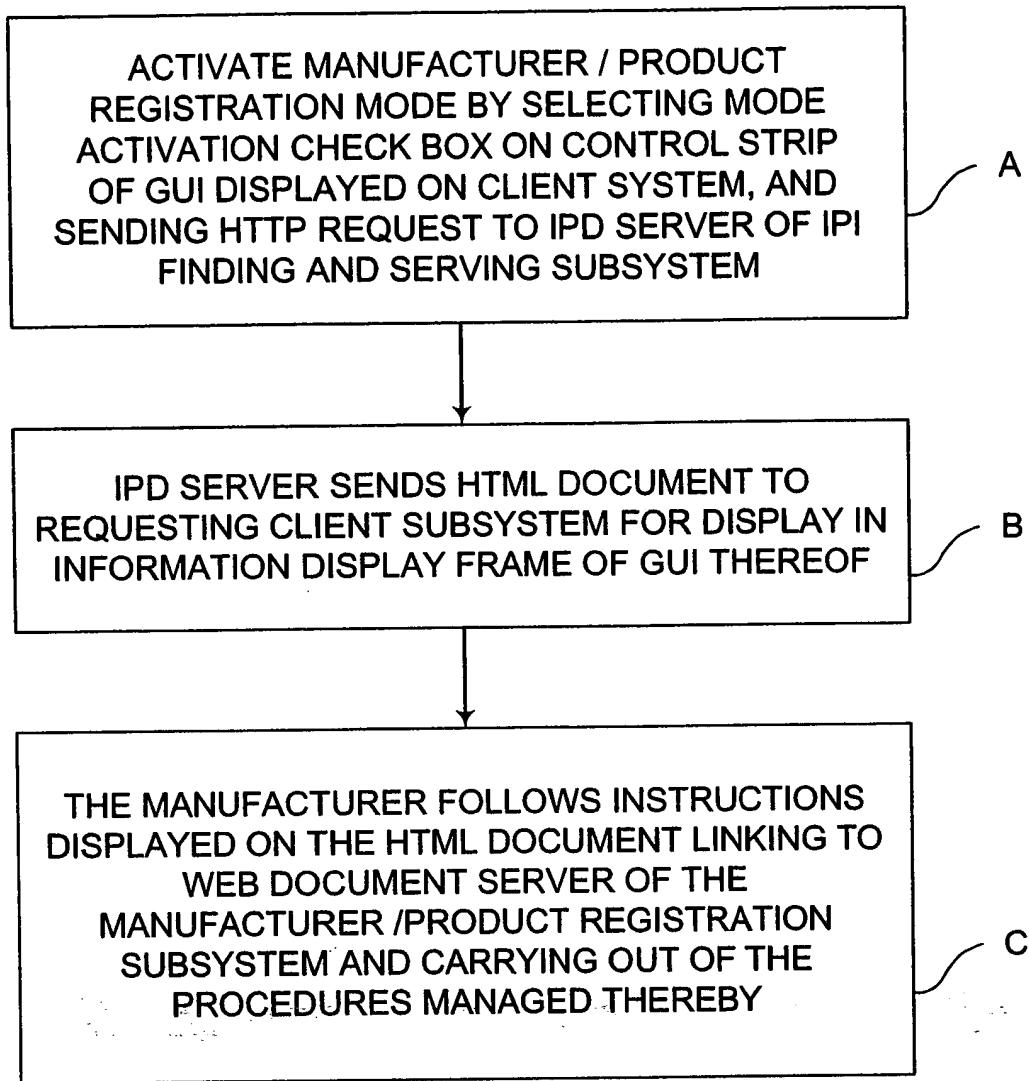


FIG. 6A

95/1046

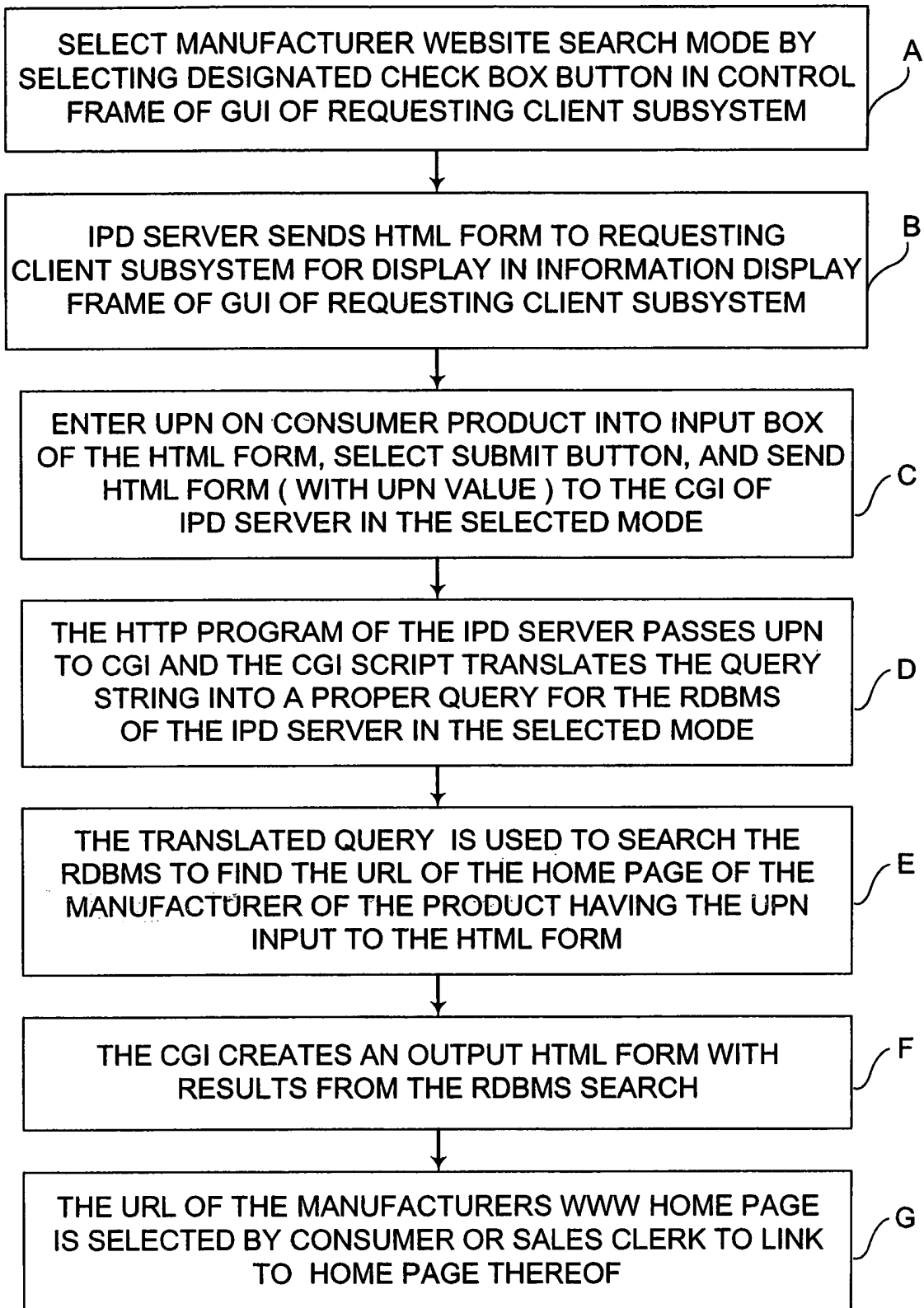


FIG. 6B

96/1046

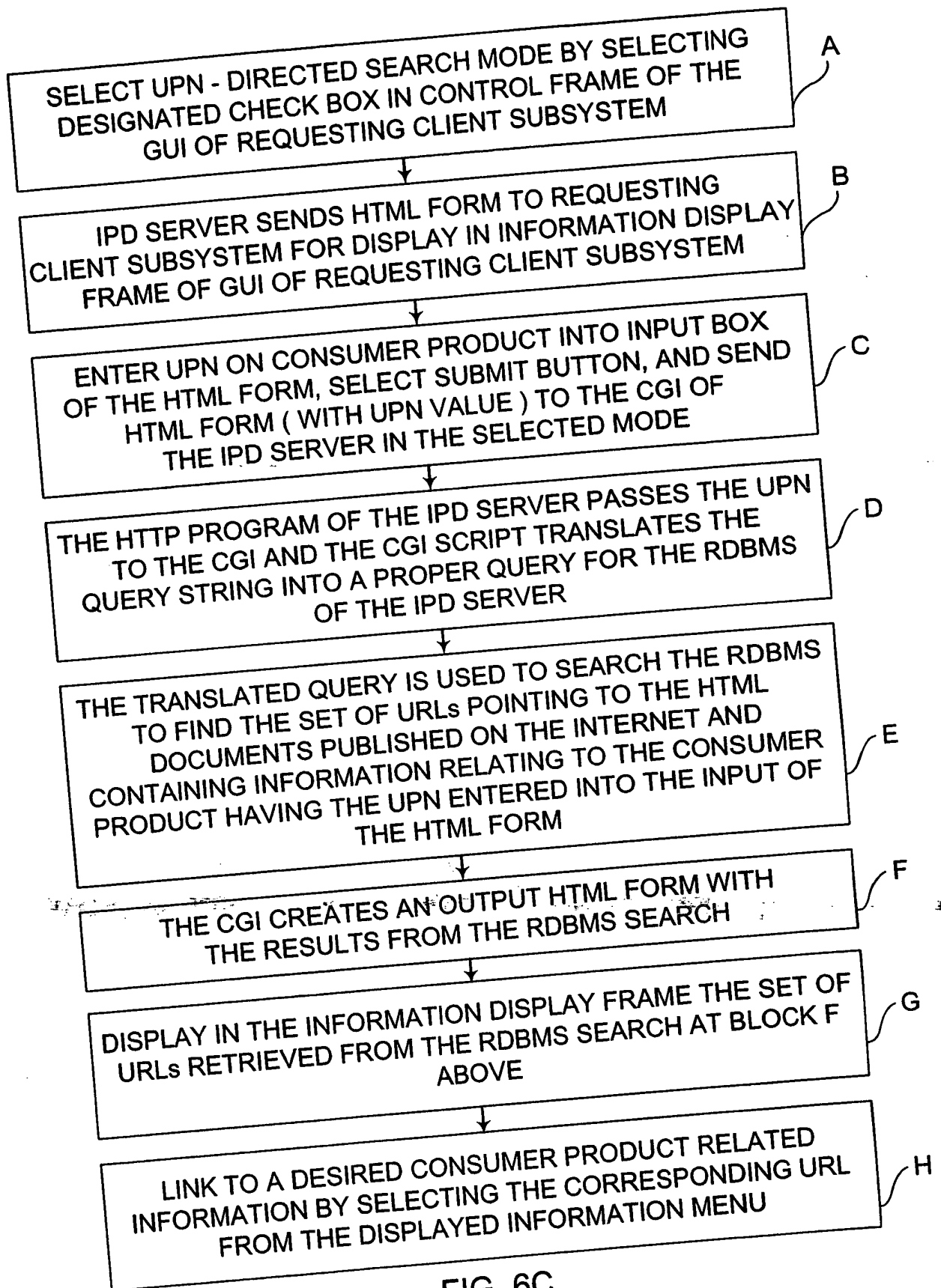


FIG. 6C

97/1046

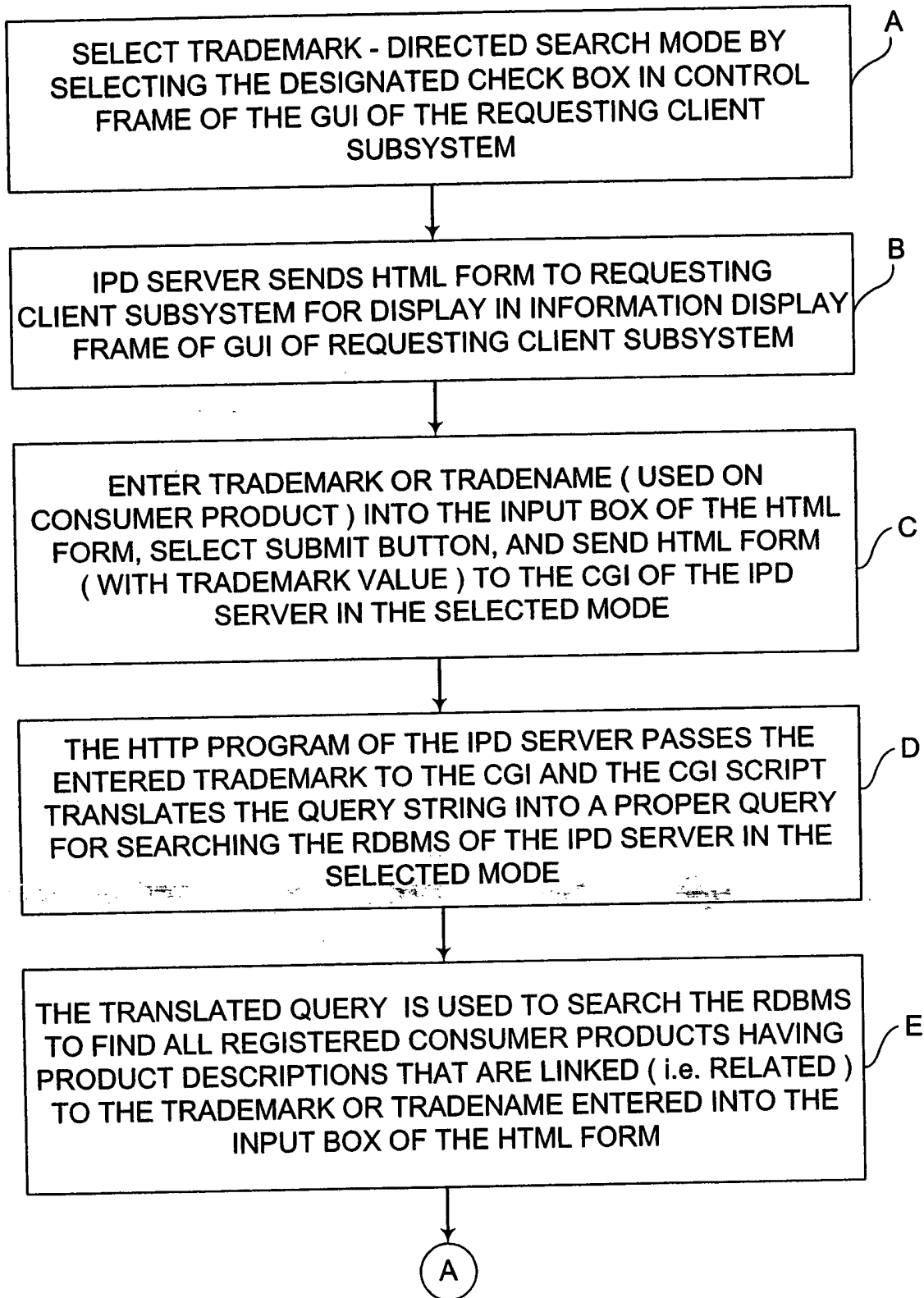


FIG. 6D1

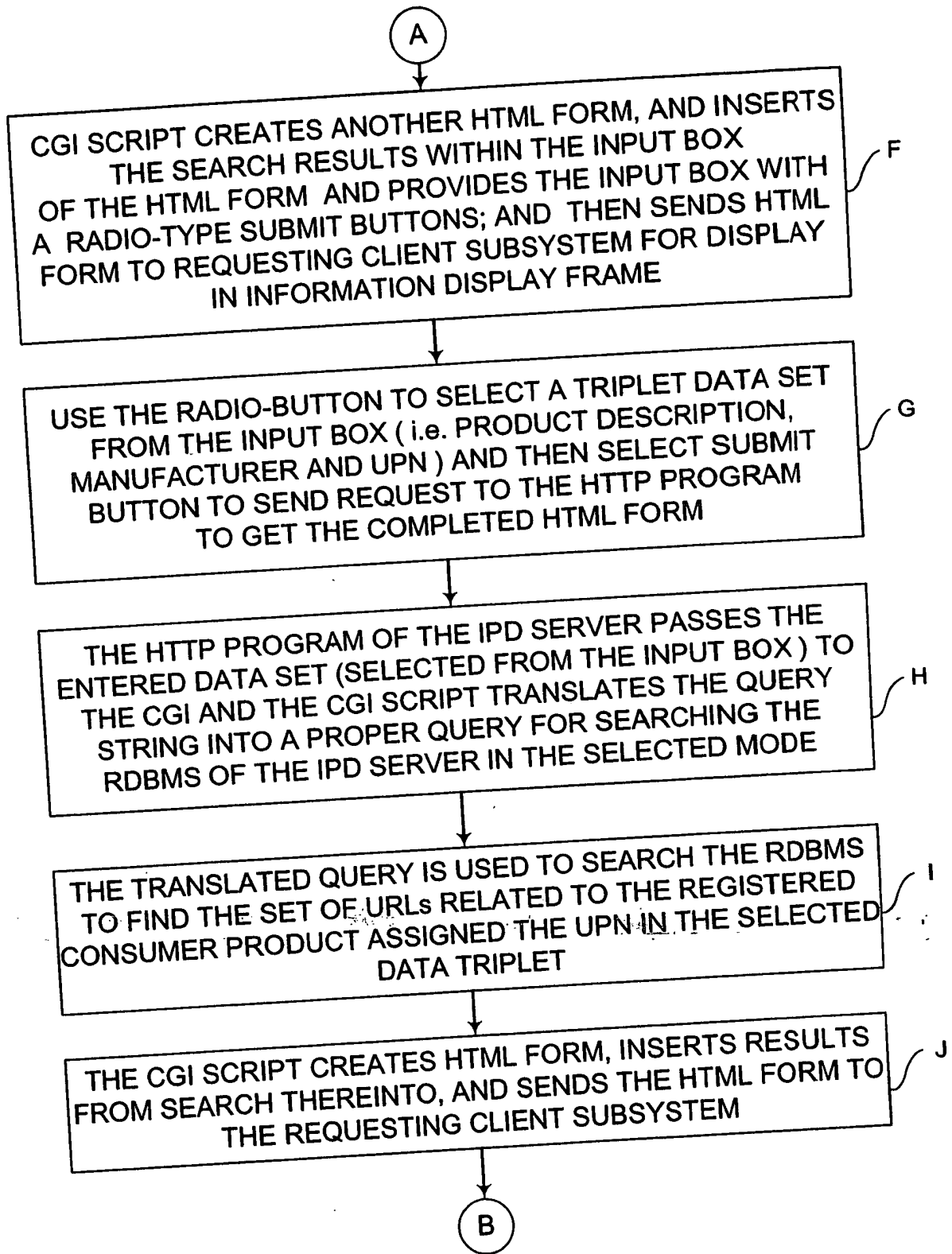


FIG. 6D2

99/1046

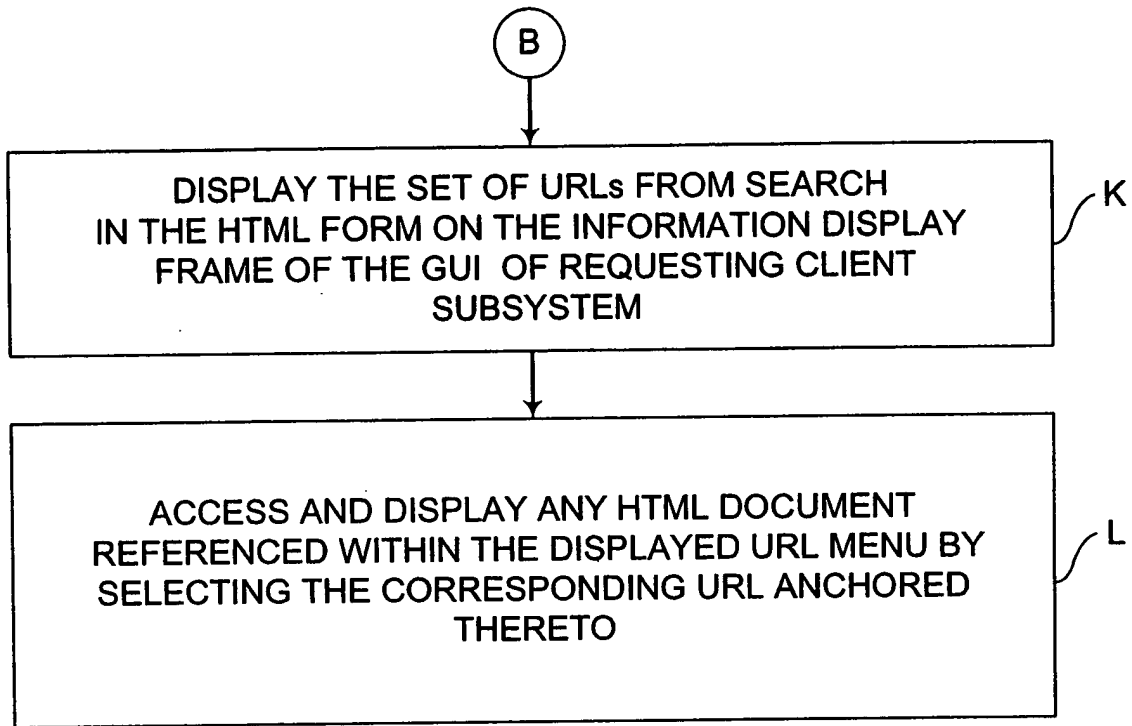


FIG. 6D3

100/1046

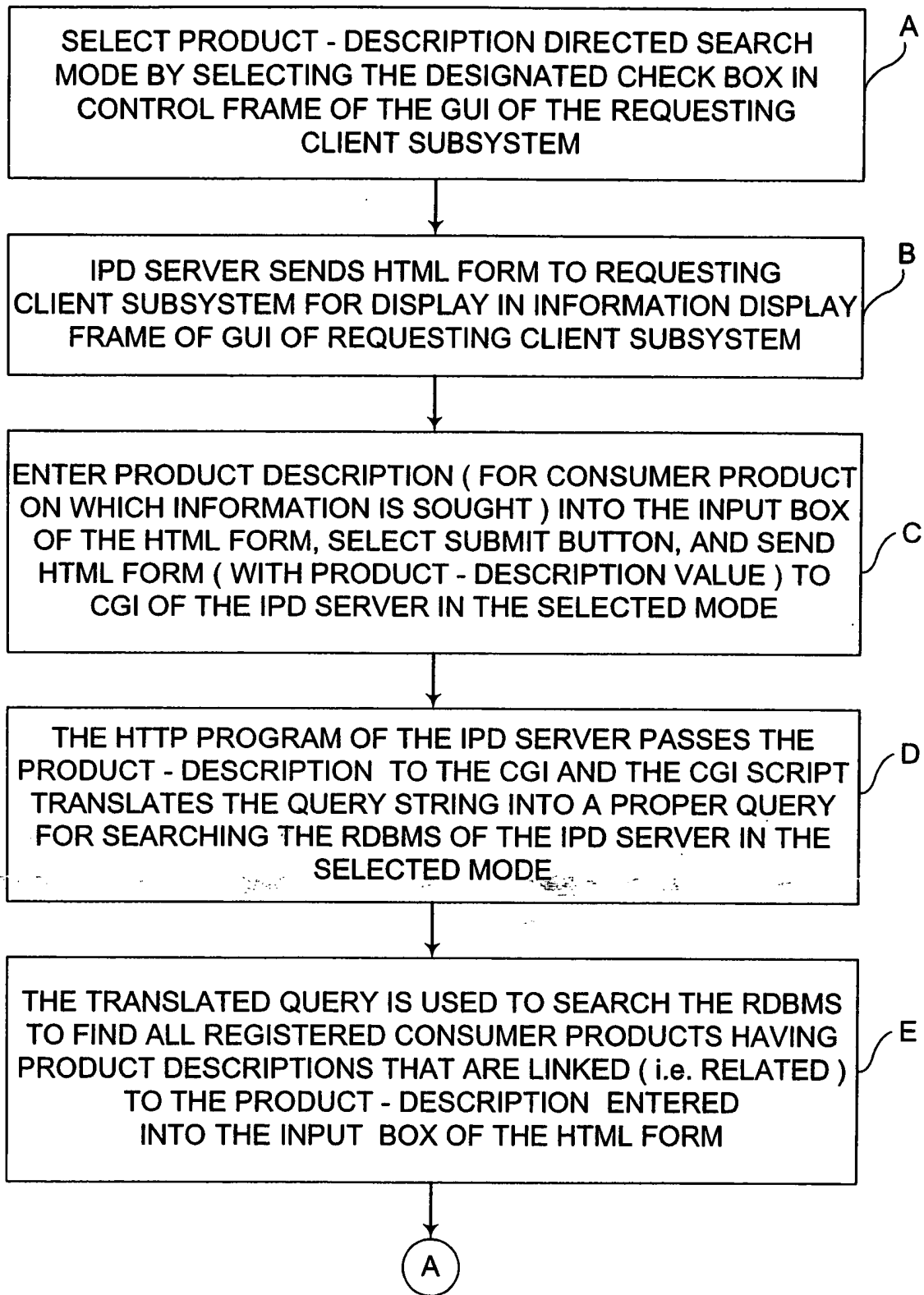


FIG. 6E1

101/1046

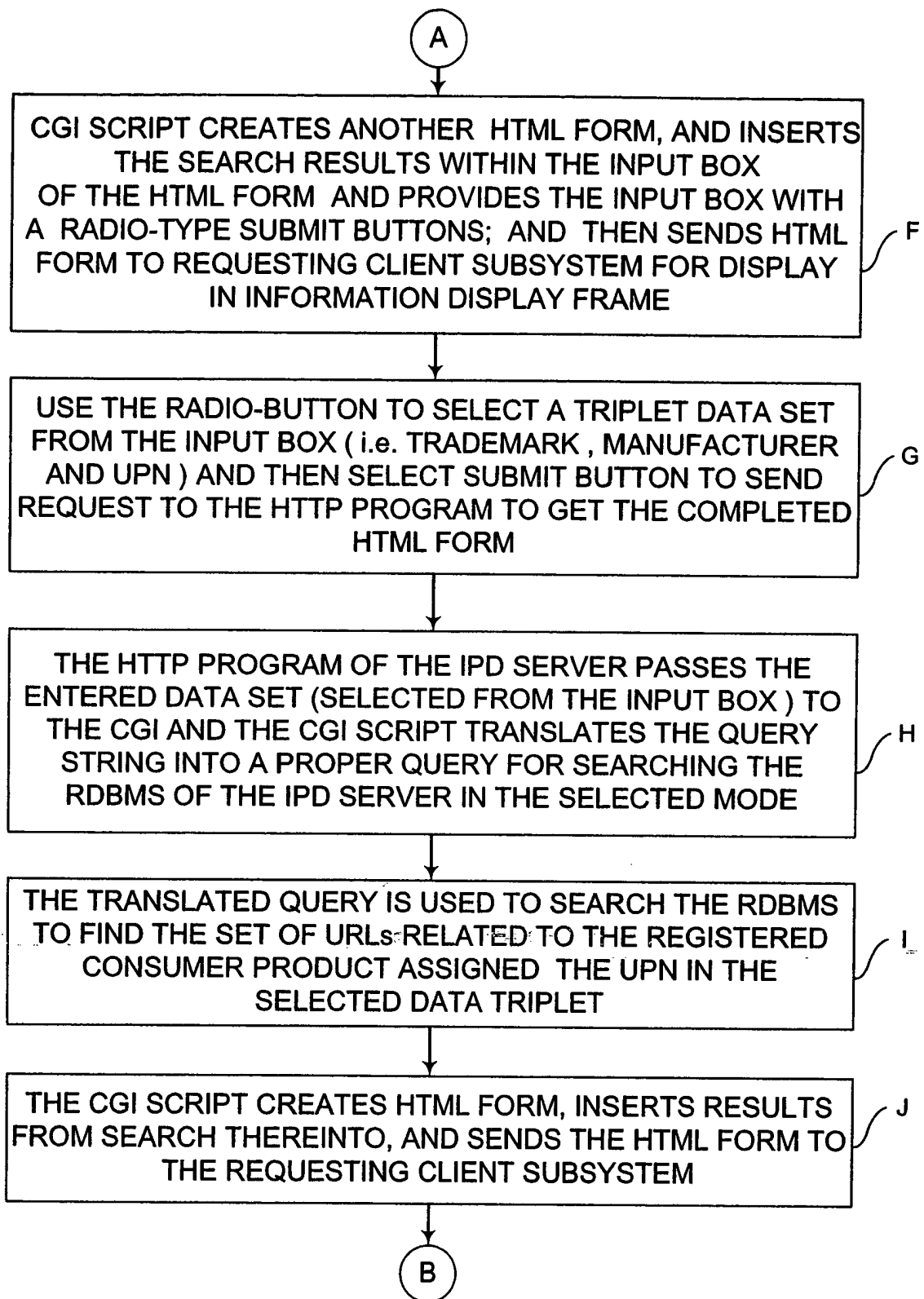


FIG. 6E2

102/1046

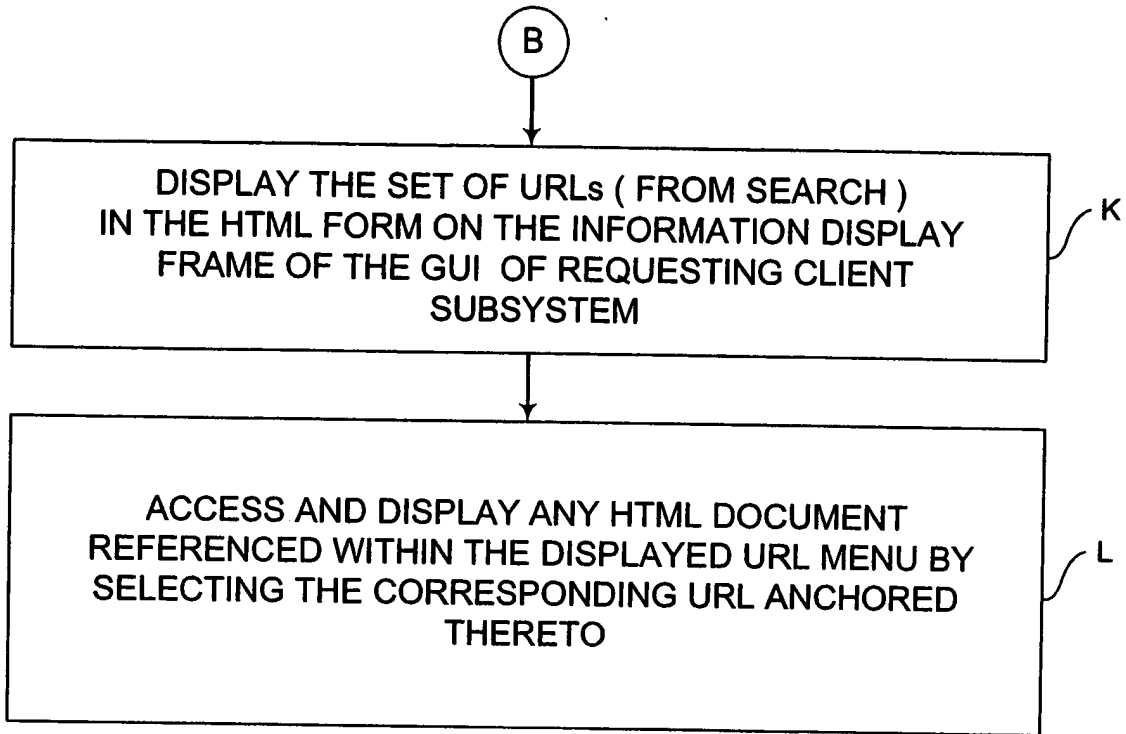


FIG. 6E3

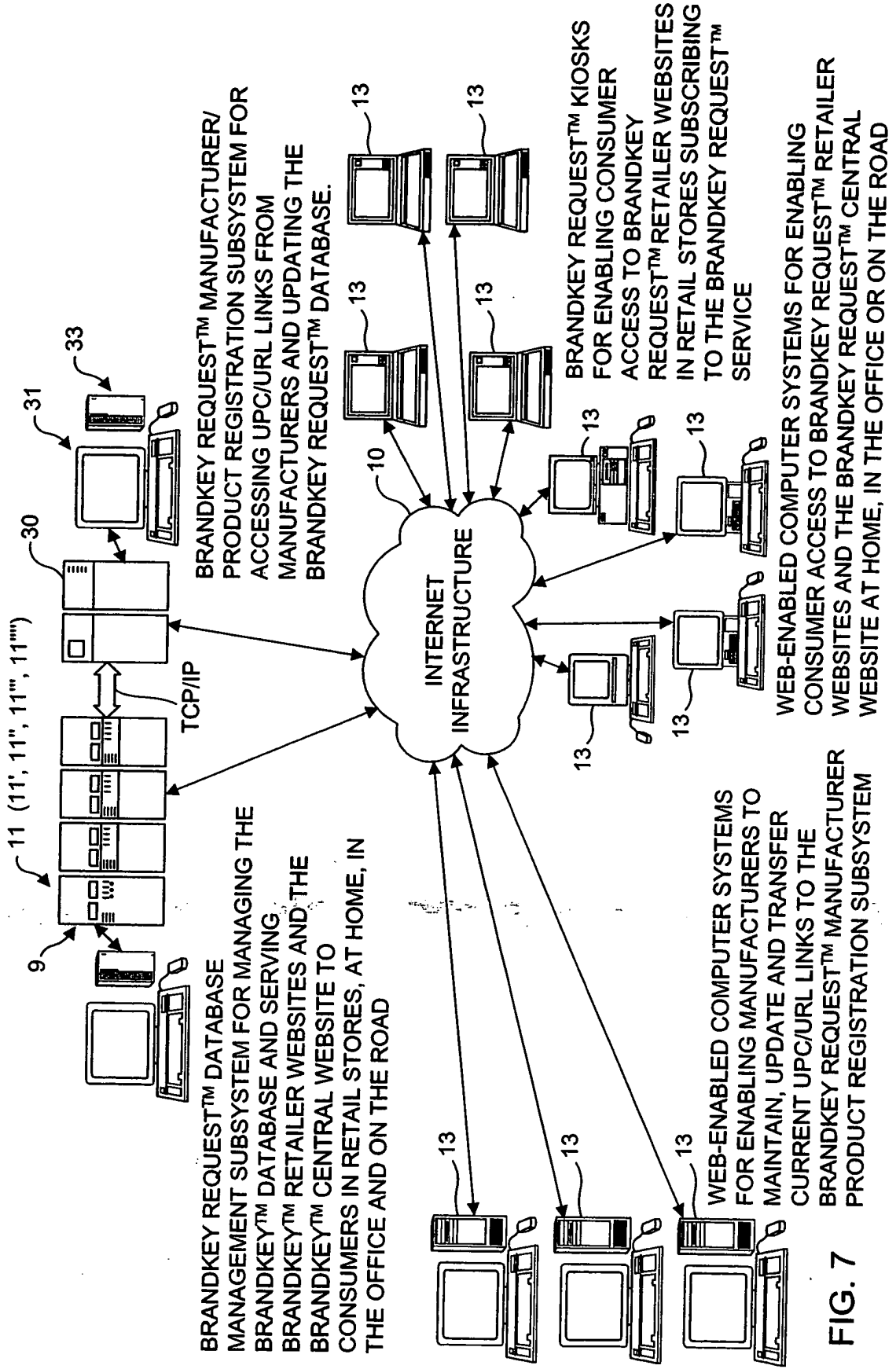


FIG. 7

104/1046

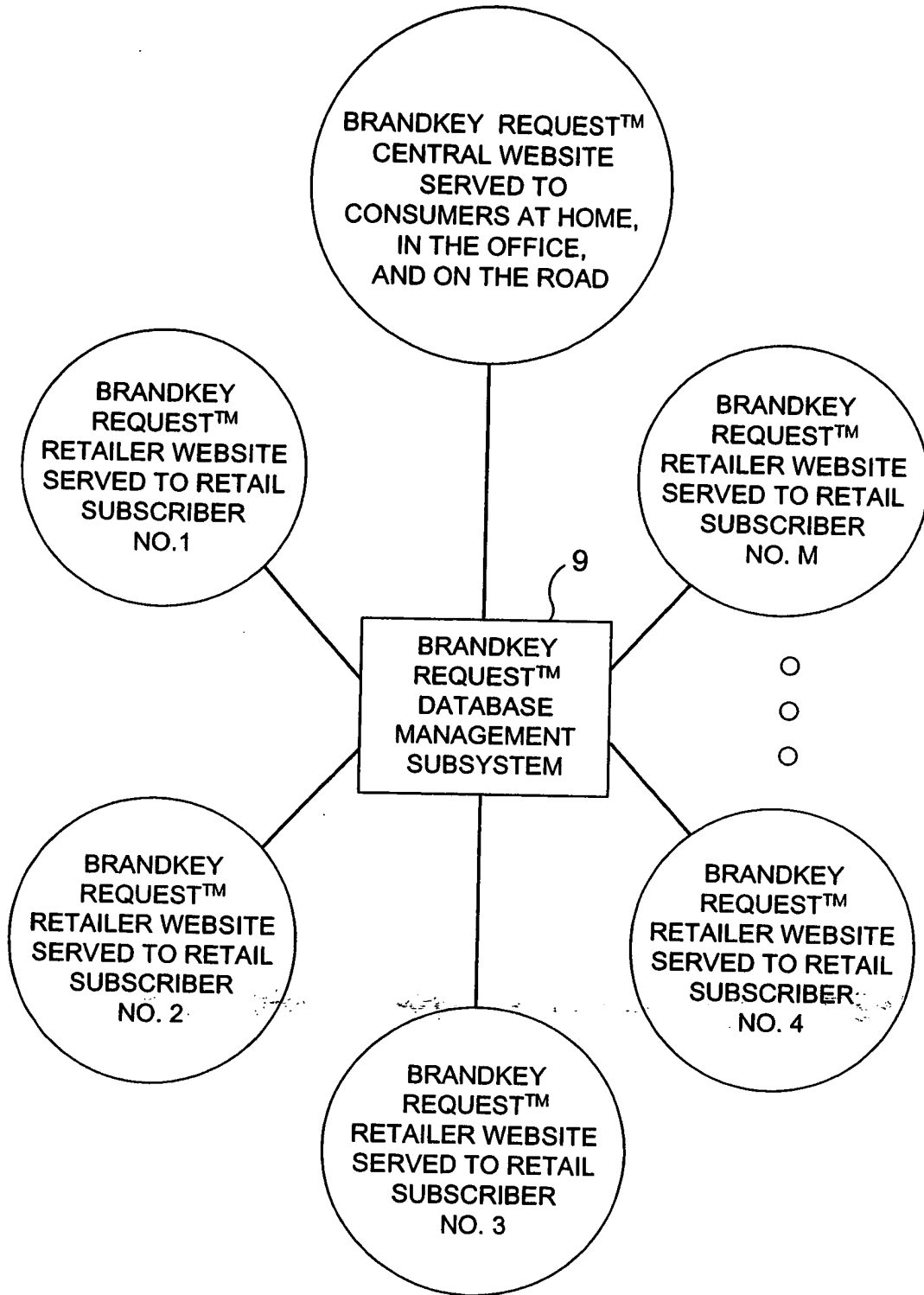
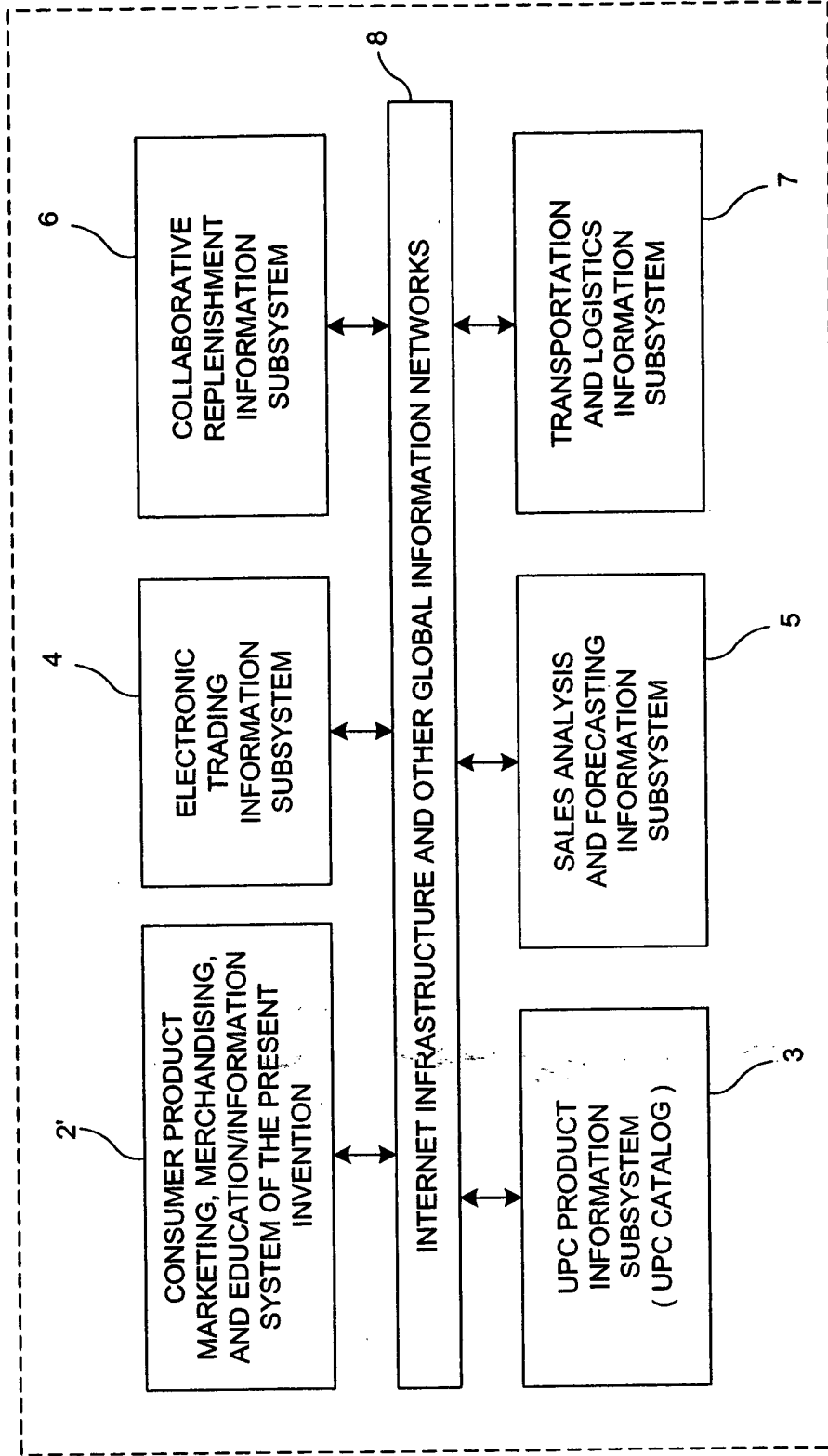


FIG. 8

105/1046



1' SECOND ILLUSTRATIVE EMBODIMENT

FIG. 9

106/1046

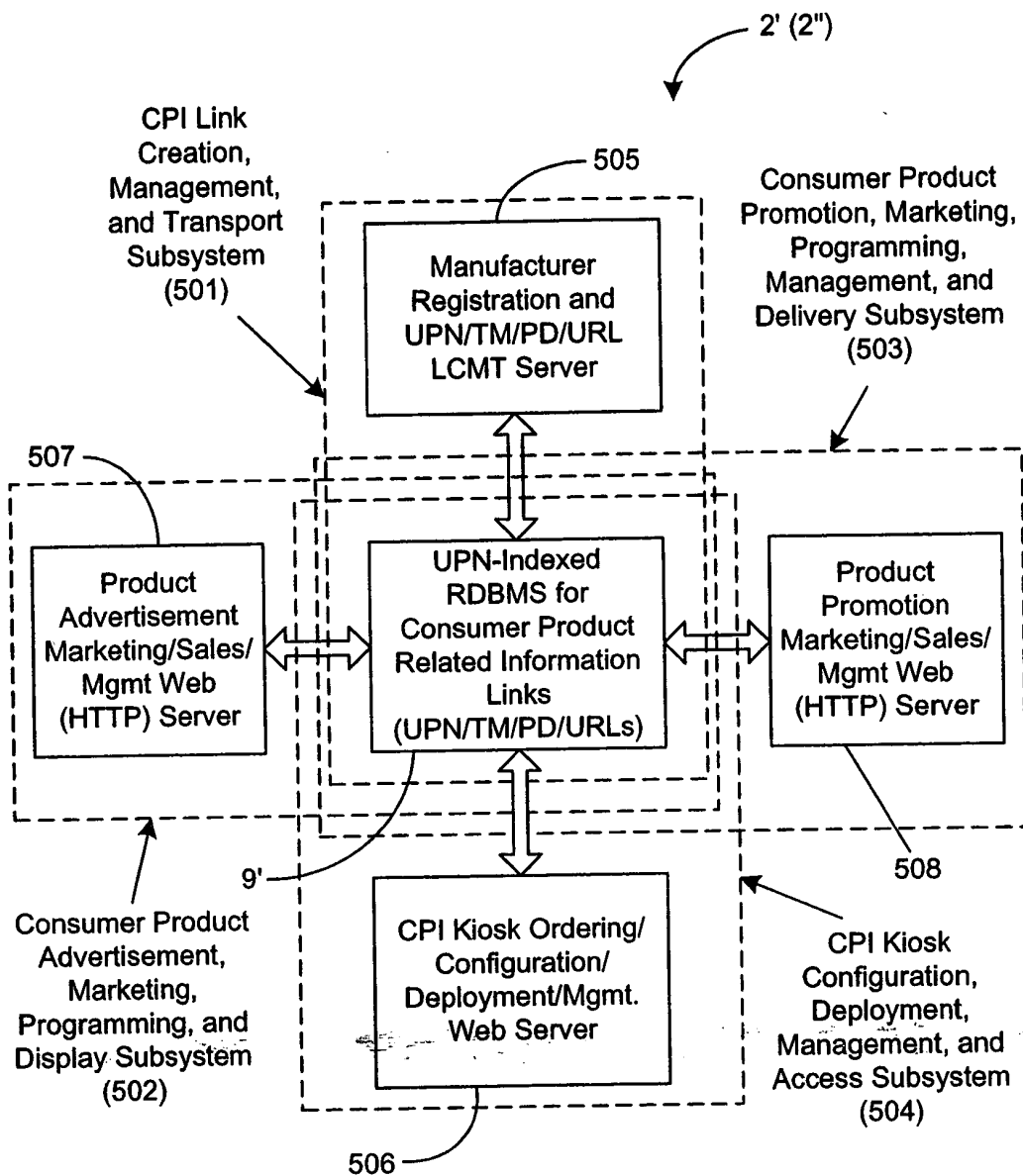


FIG. 9A

107/1046

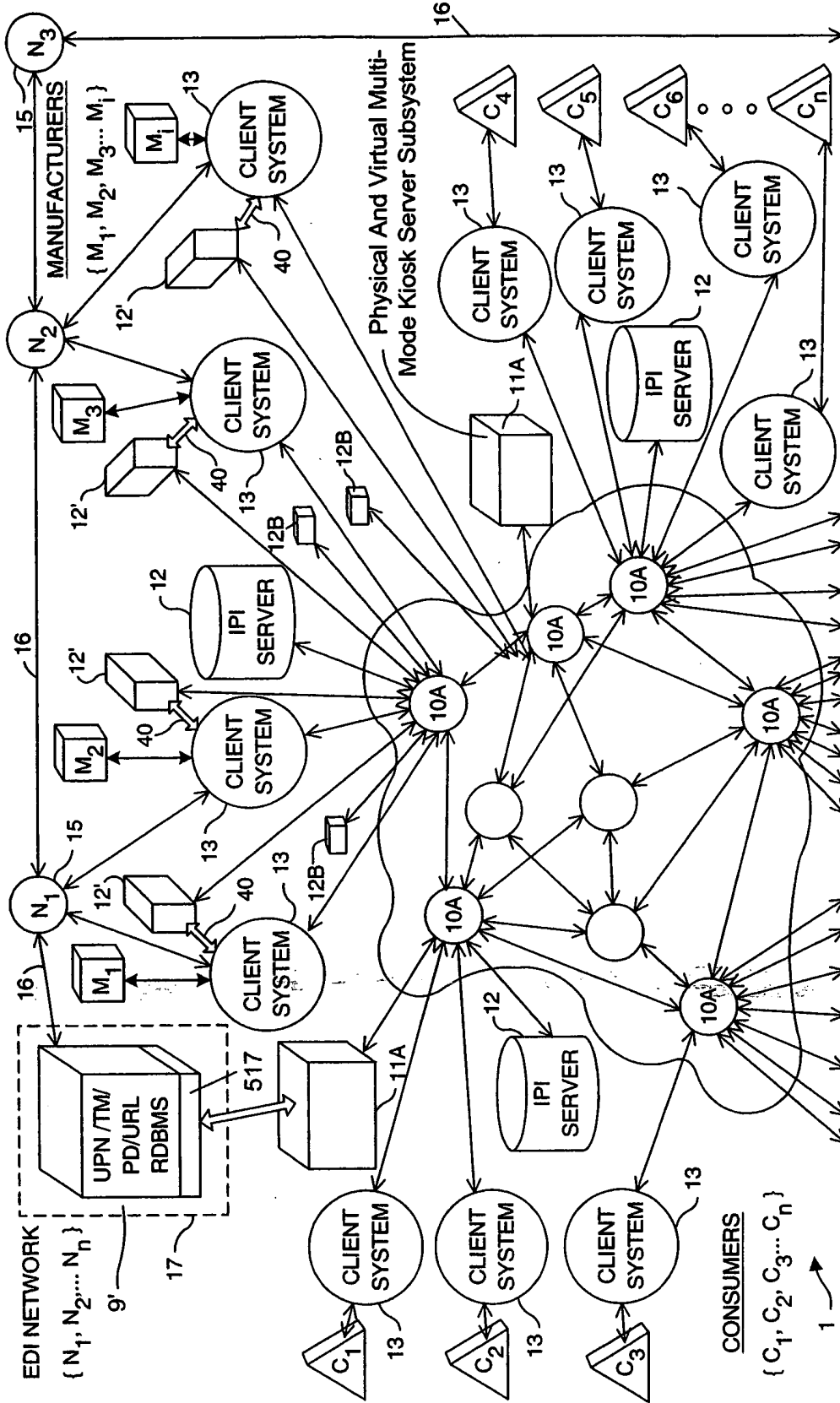


FIG. 10A1

109/1046

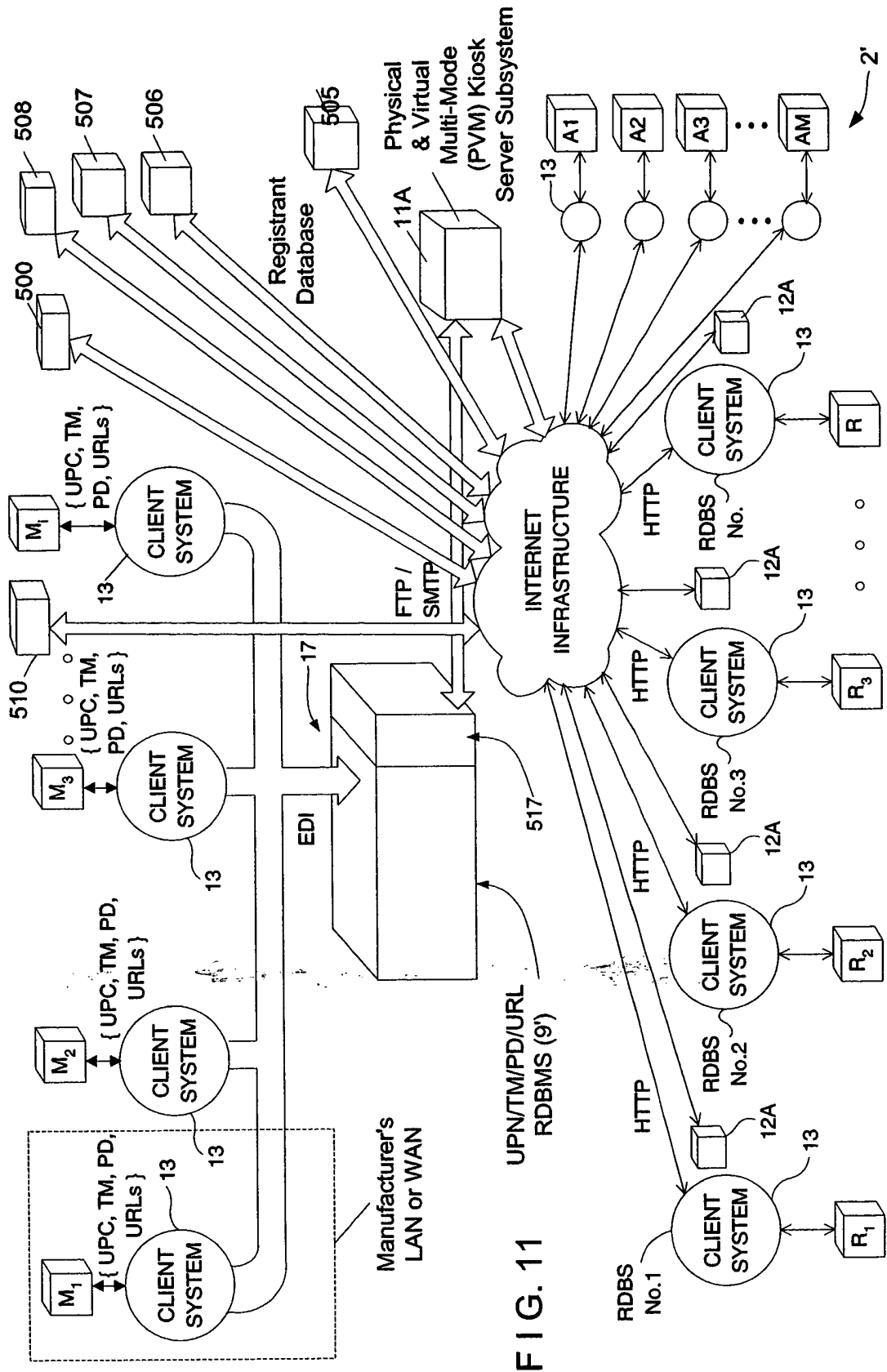


FIG. 11

2'

111/1046

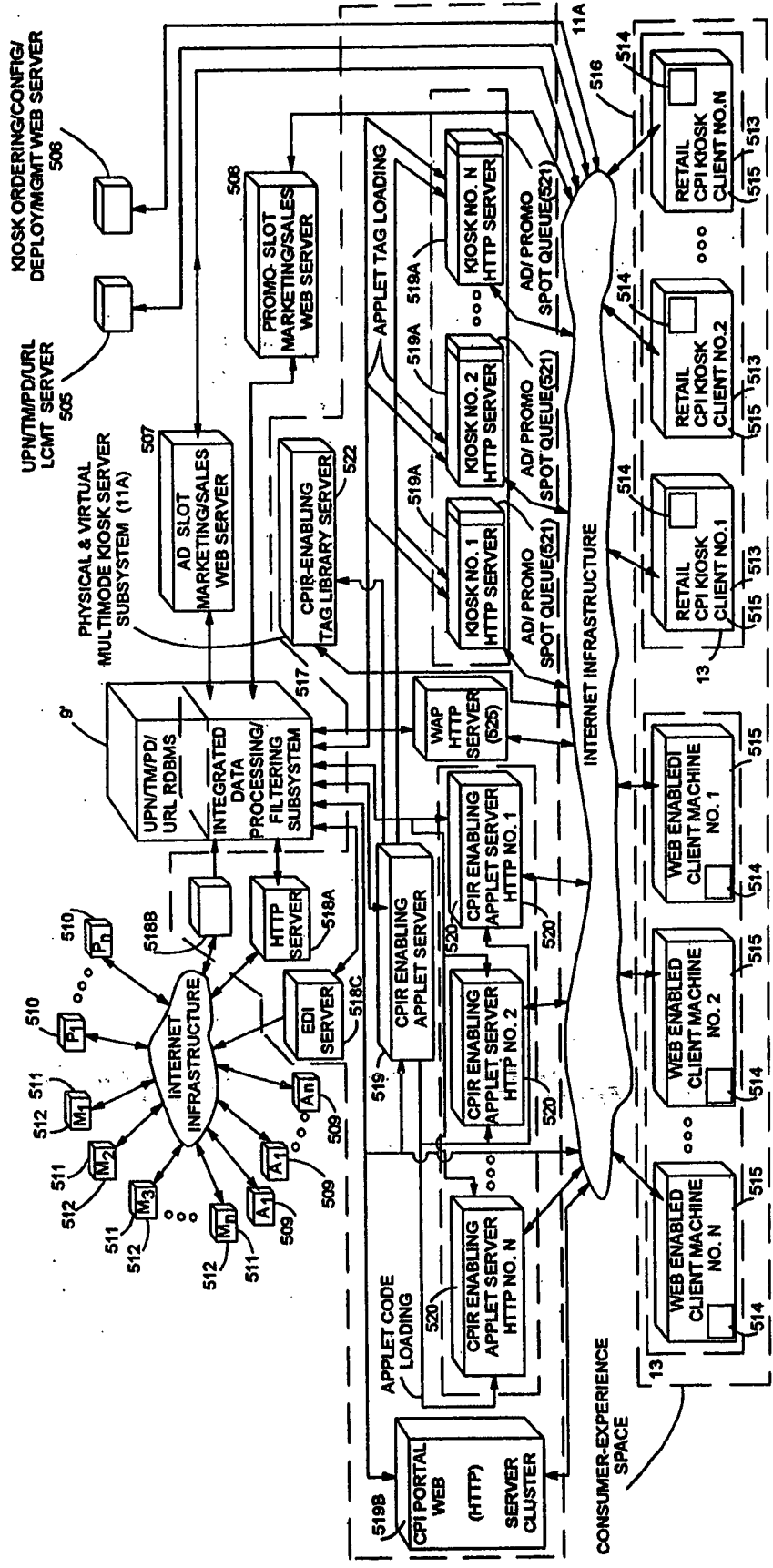


FIG. 13

112/1046

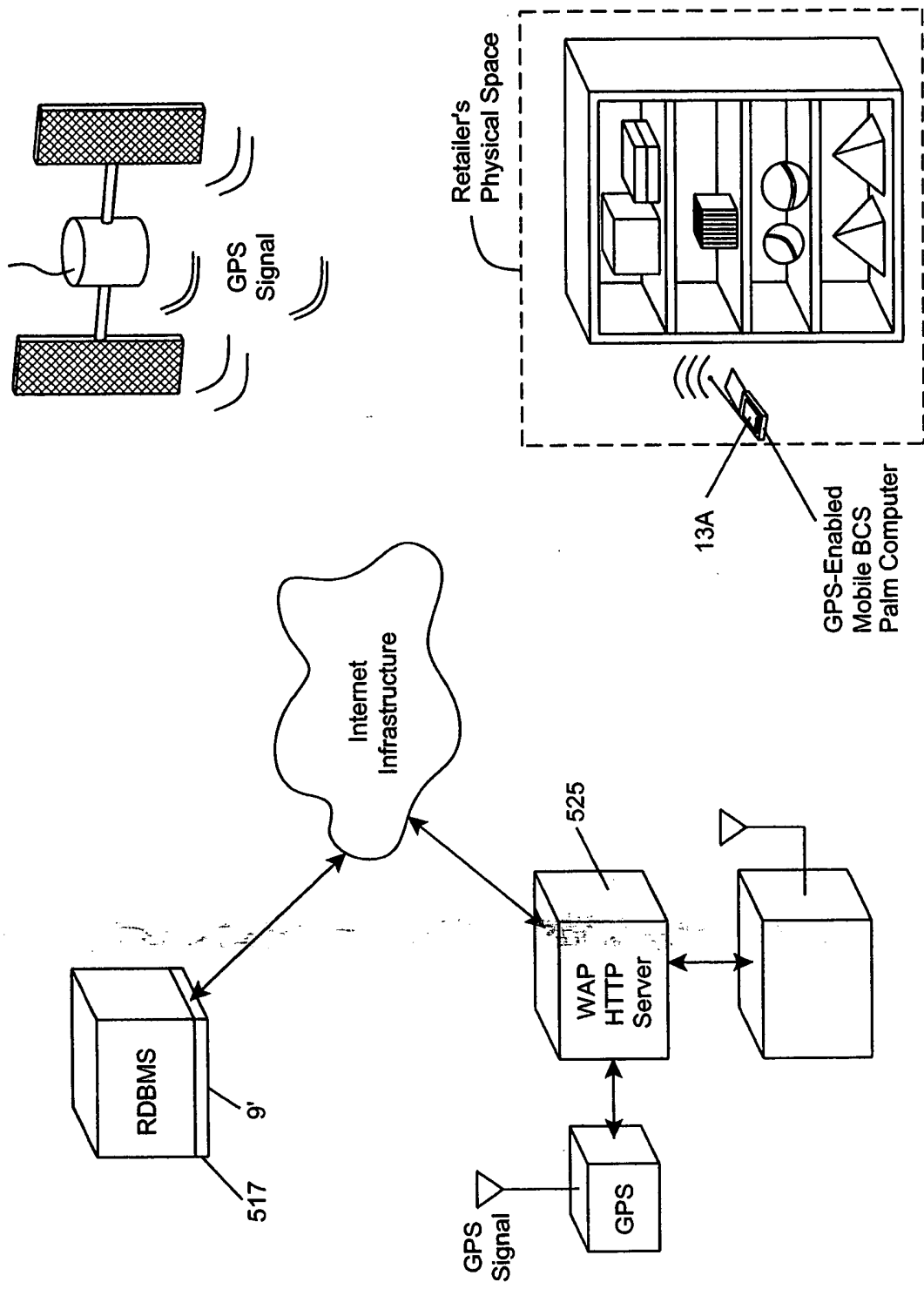


FIG. 14

113/1046

Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
URL of Mfr. WWW Site	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Standard Industry Codes (SIC)	Alpha 20	Enterable; Modifiable
Marketing Executive Identity	Alpha 20	Enterable; Modifiable
Marketing Executive Phone No.	Alpha 20	Enterable; Modifiable
Marketing Executive E-Mail	Alpha 20	Enterable; Modifiable
UPN/URL Management SW Installed	Alpha 20	Enterable; Modifiable
UPC Management SW for EDI B2B	Alpha 20	Enterable; Modifiable
UPC Service Bureau Employed	Alpha 20	Enterable; Modifiable
UPC Service Bureau Contact	Alpha 20	Enterable; Modifiable
UPC Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
UPC Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
EDI Vender Employed	Alpha 20	Enterable; Modifiable
EDI Vender Contact Person	Alpha 20	Enterable; Modifiable
EDI Vender Phone Number	Alpha 20	Enterable; Modifiable
EDI Vender E-Mail Address	Alpha 20	Enterable; Modifiable
EDI Service Bureau Employed	Alpha 20	Enterable; Modifiable
EDI Service Bureau Contact	Alpha 20	Enterable; Modifiable
EDI Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
EDI Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
Number of UPC/URL SW Licenses	Alpha 20	Enterable; Modifiable
UPN/URL Mngt. SW License Total	Alpha 20	Enterable; Modifiable
Total Number of UPC Numbers	Alpha 20	Enterable; Modifiable
Date of UPC Number Accounting	Alpha 20	Enterable; Modifiable
Annual UPC/URL Mngt. SW Fee Due	Alpha 20	Enterable; Modifiable
Date of UPC/URL SW Fee Payment	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Phone	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent E-Mail	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15A

114/1046

Structure: UPN/URL Management SW License		
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Version of UPN/URL Mgmt. SW	Alpha 20	Enterable; Modifiable
Number of Licenses Granted	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW License Keys	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Number	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Rep	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Download Date	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15B

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Assigned UPN (UPC or UPC/EAN)	Alpha 20	Enterable; Modifiable
UPN Symbology Type	Alpha 20	Enterable; Modifiable
Primary Trademark/Brand	Alpha 20	Enterable; Modifiable
Secondary Trademark/Brand	Alpha 20	Enterable; Modifiable
Product Description	Alpha 20	Enterable; Modifiable
Cash Register Short Description	Alpha 20	Enterable; Modifiable
Cash Register Description	Alpha 20	Enterable; Modifiable
Model Number	Alpha 20	Enterable; Modifiable
Package Type	Alpha 20	Enterable; Modifiable
Labeling Language	Alpha 20	Enterable; Modifiable
URL Marking on Package	Alpha 20	Enterable; Modifiable
Service Phone Number on Package	Alpha 20	Enterable; Modifiable
Brand Manager Identity	Alpha 20	Enterable; Modifiable
Brand Manager Phone Number	Alpha 20	Enterable; Modifiable
Brand Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Product Manager Identity	Alpha 20	Enterable; Modifiable
Product Manager Phone Number	Alpha 20	Enterable; Modifiable
Product Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Trademark Notice on Package	Alpha 20	Enterable; Modifiable
Copyright Notice on Package	Alpha 20	Enterable; Modifiable
Patent Notice on Package	Alpha 20	Enterable; Modifiable
URL for Primary TM Image	Alpha 20	Enterable; Modifiable
URL for Secondary Image	Alpha 20	Enterable; Modifiable
Effective Change Date	Alpha 20	Enterable; Modifiable
System Last Updated	Alpha 20	Enterable; Modifiable
Release Date	Alpha 20	Enterable; Modifiable
Public Release Date	Alpha 20	Enterable; Modifiable
End Availability Date	Alpha 20	Enterable; Modifiable

FIG. 15C

115/1046

Assigned UPN	Alpha 20	Enterable; Modifiable
URL for Product Description	Alpha 20	Enterable; Modifiable
URL for Product Instructions	Alpha 20	Enterable; Modifiable
URL for Product Oper. Manual	Alpha 20	Enterable; Modifiable
URL for Orig. Warranty Service	Alpha 20	Enterable; Modifiable
URL for Extended Warranty Service	Alpha 20	Enterable; Modifiable
URL for 1st Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 2nd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 3rd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 4th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 5th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 1st Product Review	Alpha 20	Enterable; Modifiable
URL for 2nd Product Review	Alpha 20	Enterable; Modifiable
URL for 3rd Product Review	Alpha 20	Enterable; Modifiable
URL for 4th Product Review	Alpha 20	Enterable; Modifiable
URL for 5th Product Review	Alpha 20	Enterable; Modifiable
URL for 1st Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 2nd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 3rd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 4th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 5th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for Mfgr. Service Request	Alpha 20	Enterable; Modifiable
URL for Product Returns to Mfgr.	Alpha 20	Enterable; Modifiable
URL for Product News	Alpha 20	Enterable; Modifiable
URL for Company News	Alpha 20	Enterable; Modifiable
URL for FAQs about Product	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 1	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 1	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 1	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 2	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 4	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 5	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 6	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 7	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 8	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 9	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 10	Alpha 20	Enterable; Modifiable

FIG. 15D1

116/1046

URL for Direct Mfgr. Purchase	Alpha 20	Enterable; Modifiable
URL for Dealer Location in USA	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 1	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 2	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 3	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 4	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 1	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 2	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 3	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 4	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 5	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 6	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 7	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 8	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 9	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 10	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 11	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 12	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 13	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 14	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 15	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 16	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 17	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 18	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 19	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 20	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 1	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 2	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 3	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 4	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 5	Alpha 20	Enterable; Modifiable
URL for Special Product Notices	Alpha 20	Enterable; Modifiable
URL for Product Uses	Alpha 20	Enterable; Modifiable
URL for Product Recreations	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 1	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 3	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 4	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 5	Alpha 20	Enterable; Modifiable
URL for Product Updates	Alpha 20	Enterable; Modifiable
URL for Software Downloads	Alpha 20	Enterable; Modifiable
URL for Mfgr.-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Rtlr.-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Mfgr. Suggested Rtl. Price	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15D2

117/1046

Structure: Retailer		
Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
URL of Retailer WWW Site	Alpha 20	Enterable; Modifiable
Purchasing Director Identity	Alpha 20	Enterable; Modifiable
Purchasing Director Phone	Alpha 20	Enterable; Modifiable
Purchasing Director E-Mail	Alpha 20	Enterable; Modifiable
UPC Catalog Provider	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Contact	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Phone	Alpha 20	Enterable; Modifiable
UPC Catalog Provider E-Mail	Alpha 20	Enterable; Modifiable
EDI B2B Enabler	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Contact	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Phone	Alpha 20	Enterable; Modifiable
EDI B2B Enabler E-Mail	Alpha 20	Enterable; Modifiable
EDI Vender	Alpha 20	Enterable; Modifiable
EDI Vender Contact Identity	Alpha 20	Enterable; Modifiable
EDI Vender Phone	Alpha 20	Enterable; Modifiable
EDI Vender E-mail	Alpha 20	Enterable; Modifiable
Marketing Manager	Alpha 20	Enterable; Modifiable
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15E

Structure: Retailer/Mfgr. P-Store Relation		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15F

110/1046

Structure: Mfgr./Retailer Relationships		
MIN Assigned By UCC/EAN	Alpha 20	Enterable; Modifiable
Retailer # 1 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 2 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 3 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 4 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 5 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 6 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 7 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 8 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 9 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Retailer Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15G

Structure: Consumer		
Consumer Name	Alpha 20	Enterable; Modifiable
Consumer ID No.	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Shopped at Retail Store ID Nos.	Alpha 20	Enterable; Modifiable
Shopped at Retailer Store ID No.	Alpha 20	Enterable; Modifiable
Consumer Index 1	Alpha 20	Enterable; Modifiable
Consumer Index 2	Alpha 20	Enterable; Modifiable
Consumer Index 3	Alpha 20	Enterable; Modifiable
Consumer Index 4	Alpha 20	Enterable; Modifiable
Consumer Index 5	Alpha 20	Enterable; Modifiable
Consumer Index 6	Alpha 20	Enterable; Modifiable
Consumer Index 7	Alpha 20	Enterable; Modifiable
Consumer Index 8	Alpha 20	Enterable; Modifiable
Consumer Index 9	Alpha 20	Enterable; Modifiable
Credit Card Nos.	Alpha 20	Enterable; Modifiable

FIG. 15H

119/1046

Structure: Advertiser		
Advertiser Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 3	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 5	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 6	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 7	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 8	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 9	Alpha 20	Enterable; Modifiable
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 1	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 2	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 3	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 4	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 5	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 6	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 7	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 8	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 9	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 10	Alpha 20	Enterable; Modifiable
Total # Rtr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Advertiser WWW Site	Alpha 20	Enterable; Modifiable
Advertiser Network Acct. No.	Alpha 20	Enterable; Modifiable
Advertiser Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15I

120/1046

Structure: Promoter		
Promoter Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 3	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 5	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 6	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 7	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 8	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 9	Alpha 20	Enterable; Modifiable
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 1	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 2	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 3	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 4	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 5	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 6	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 7	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 8	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 9	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Promoter WWW Site	Alpha 20	Enterable; Modifiable
Promoter Network Acct. No.	Alpha 20	Enterable; Modifiable
Promoter Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15J

12/1040

Structure: Physical Kiosk		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Assigned Static IP Address	Alpha 20	Enterable; Modifiable
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
Physical Kiosk Access Password	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 5	Alpha 20	Enterable; Modifiable
Status of Retailer's MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Thur.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sun.	Alpha 20	Enterable; Modifiable
CPIR Request Service GUI Type	Alpha 20	Enterable; Modifiable
Ad Display Service GUI Type	Alpha 20	Enterable; Modifiable
Promo Service GUI Type	Alpha 20	Enterable; Modifiable
Date of Record Update		

FIG. 15K

122/1046

Structure: Retailer Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Store Manager Identity	Alpha 20	Enterable; Modifiable
Store Manager Phone	Alpha 20	Enterable; Modifiable
Store Manager E-Mail	Alpha 20	Enterable; Modifiable
Regional Manager Identity	Alpha 20	Enterable; Modifiable
Regional Manager Phone	Alpha 20	Enterable; Modifiable
Regional Manager E-Mail	Alpha 20	Enterable; Modifiable
Number of Store Aisles	Alpha 20	Enterable; Modifiable
Number of Floors	Alpha 20	Enterable; Modifiable
Floor Plan Diagrams	Alpha 20	Enterable; Modifiable
Product Category/Shelf Maps	Alpha 20	Enterable; Modifiable
Available Internet Connectivity	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15L

Structure: Physical Kiosk HTTP Server		
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server Log	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15M

Structure: Retailer's Physical Kiosk Cat		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Physical Kiosks	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15N

123/1046

Structure: Physical Kiosk E-Mail		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15O

Structure: Physical Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Date Of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15P

Structure: Ad Spot Order-Virtual Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Spot Order	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost of Ad Spot	Alpha 20	Enterable; Modifiable
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Cost	Alpha 20	Enterable; Modifiable
Date of Ad Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Q

124/1046

Structure: Ad Spot Order-Physical Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost Ad Spot	Alpha 20	Enterable; Modifiable
URL Of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15R

Structure: Promo Spot Order-Physical Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL Of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15S

125/1046

Structure: Physical Kiosk Ad Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15T

Structure: Physical Kiosk Promo Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15U

126/1040

Structure: Virtual Kiosk		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store or E-Store ID No.	Alpha 20	Enterable; Modifiable
Type of Virtual Kiosk	Alpha 20	Enterable; Modifiable
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Licensed Internet Domain	Alpha 20	Enterable; Modifiable
Virtual Kiosk Licensee (i.e. Retailer, Mfgr., et al)	Alpha 20	Enterable; Modifiable
Virtual Kiosk Enabling Password	Alpha 20	Enterable; Modifiable
E-Store Web-Page Location	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Status of Retailer MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Tue.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Thu.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sun.	Alpha 20	Enterable; Modifiable
URL Accessing Virtual Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15V

Structure: CPIR-Enabling Applet		
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Type of CPIR-Enabling Applet	Alpha 20	Enterable; Modifiable
URL of CPIR-Enabling Applet BC	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Server Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15W

127/1040

Structure: Retailer E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
E-Store Manager Identity	Alpha 20	Enterable; Modifiable
E-Store Manager Phone	Alpha 20	Enterable; Modifiable
E-Store Manager E-Mail	Alpha 20	Enterable; Modifiable
E-Store WWW Site Map	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15X

Structure: Retailer's Virtual Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Virtual Kiosks	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Y

Structure: Virtual Kiosk E-Mail		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Z

128/1046

Structure: Virtual Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Number of Trademark Requests	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15AA

Structure: Promo Spot Order- Virtual Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Dated Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad In DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost Of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Cost Payment	Alpha 20	Enterable; Modifiable
Date of Promo Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15BB

129/1046

Structure: Virtual Kiosk Promo Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Promo Spot Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15CC

Structure: Virtual Kiosk Ad Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15DD

Structure: Ad Credit- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15EE

130/1046

Structure: Ad Credit- Virtual Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
URL of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15FF

Structure: Promo Credit- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15GG

Structure: Promo Credit- Virtual Kiosk		
Advertiser Identification No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15HH

131/1046

Structure: Purchase at Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15II

Structure: Purchase at E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Promo Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15JJ

Structure: Retailer/Mfgr. E-Store Relation		
Retailer E-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha	Enterable; Modifiable
Date of Record Update	20Alpha 20	Enterable; Modifiable

FIG. 15KK

132j1046

Structure: Mfgr. Rights		
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 3	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 8	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 9	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 10	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15LL

Structure: Mfgr. E-Store Web Page Rights		
E-Store Web Page Location	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 3	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 8	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

(Mfgr's Virtual Shelf Rights Aisle)

FIG. 15MM

133/1046

Modes Of Information Service In The CPI Link Creation, Management, And Transport Subsystem (501)

- Registration Of Manufacture/Creation Of Manufacturer Account
- Log-In By Manufacturer
- Download And Register UPN/TM/PD/URL Link
- Creation/Management/And Transport (LCMT) Software
- Installation And Set-Up UPN/TM/PD/URL LCMT Software Within Manufacturer's Enterprise
- Selection And Customizing UPN/TM/PD/URL LCMT GUI Design-
 - Manufacturer Customization Options;
 - Default CPI Categories For Linked URL,
 - Custom CPI Categories For Linked URL
- On-Line Training For UPN/TM/PD/URL LCMT Software
- Update Manufacturer Registration Information
- Certificate Of Manufacturer's Product Advertising Agents
- Certificate Of Manufacturer's Product Promotional Agents

FIG. 16

134/1046

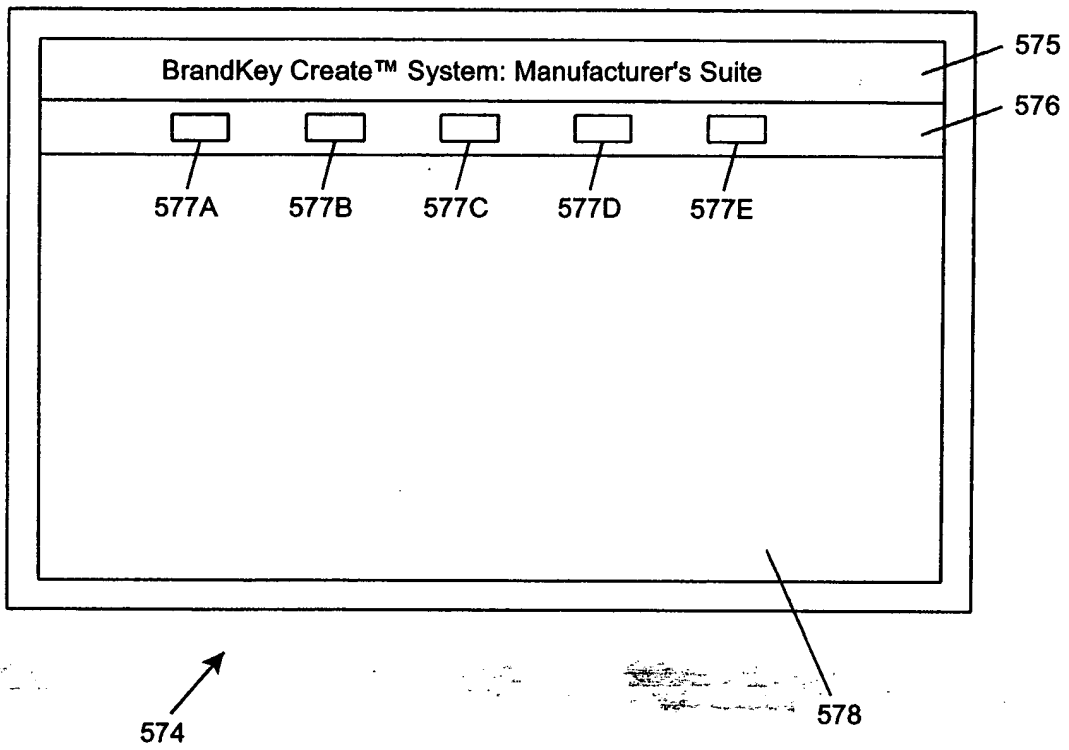


FIG. 16A

135/1046

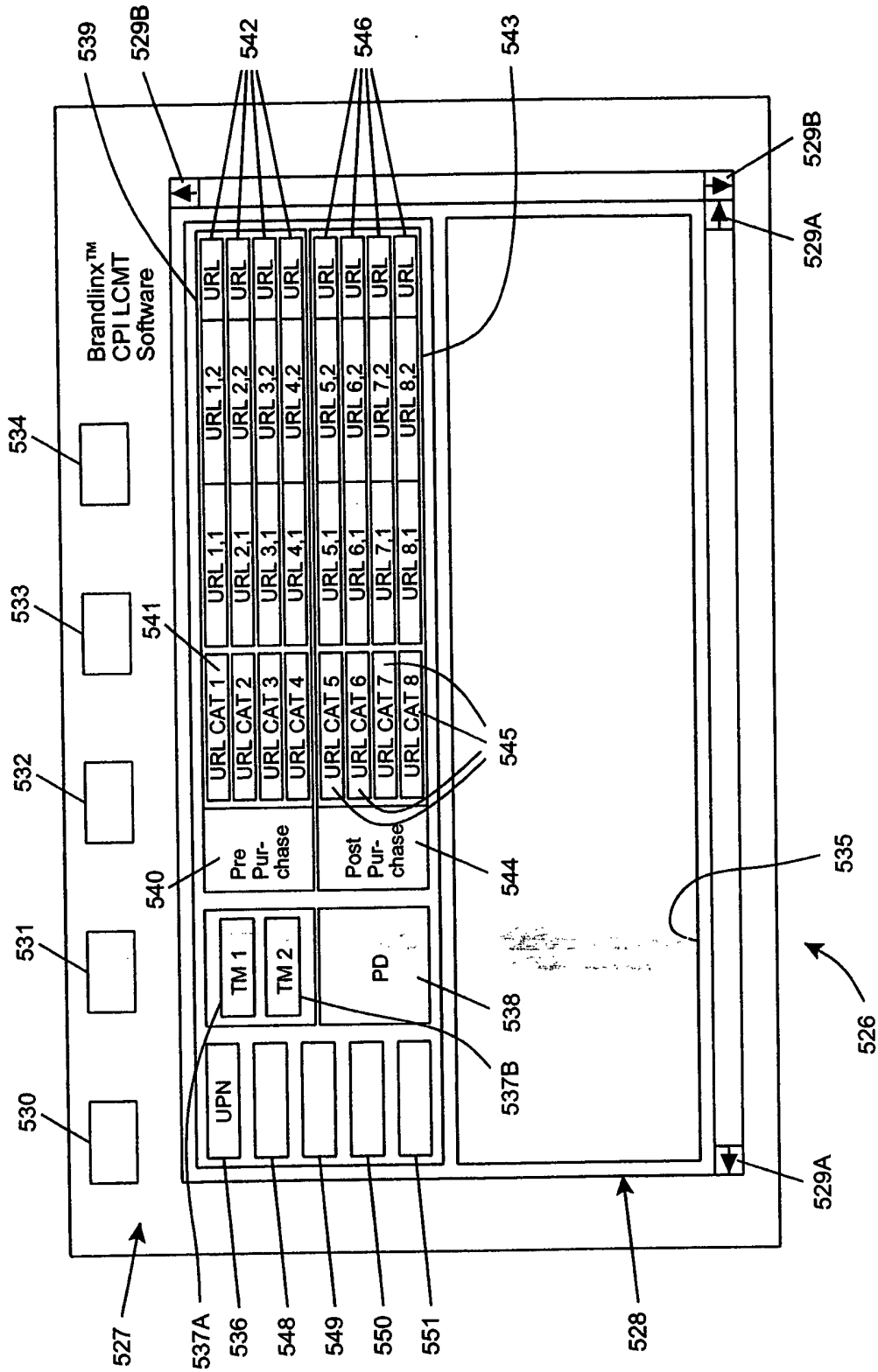


FIG. 17

136/1046

Distributed Method And System Of UPC/URL Management Over A LAN Or WAN

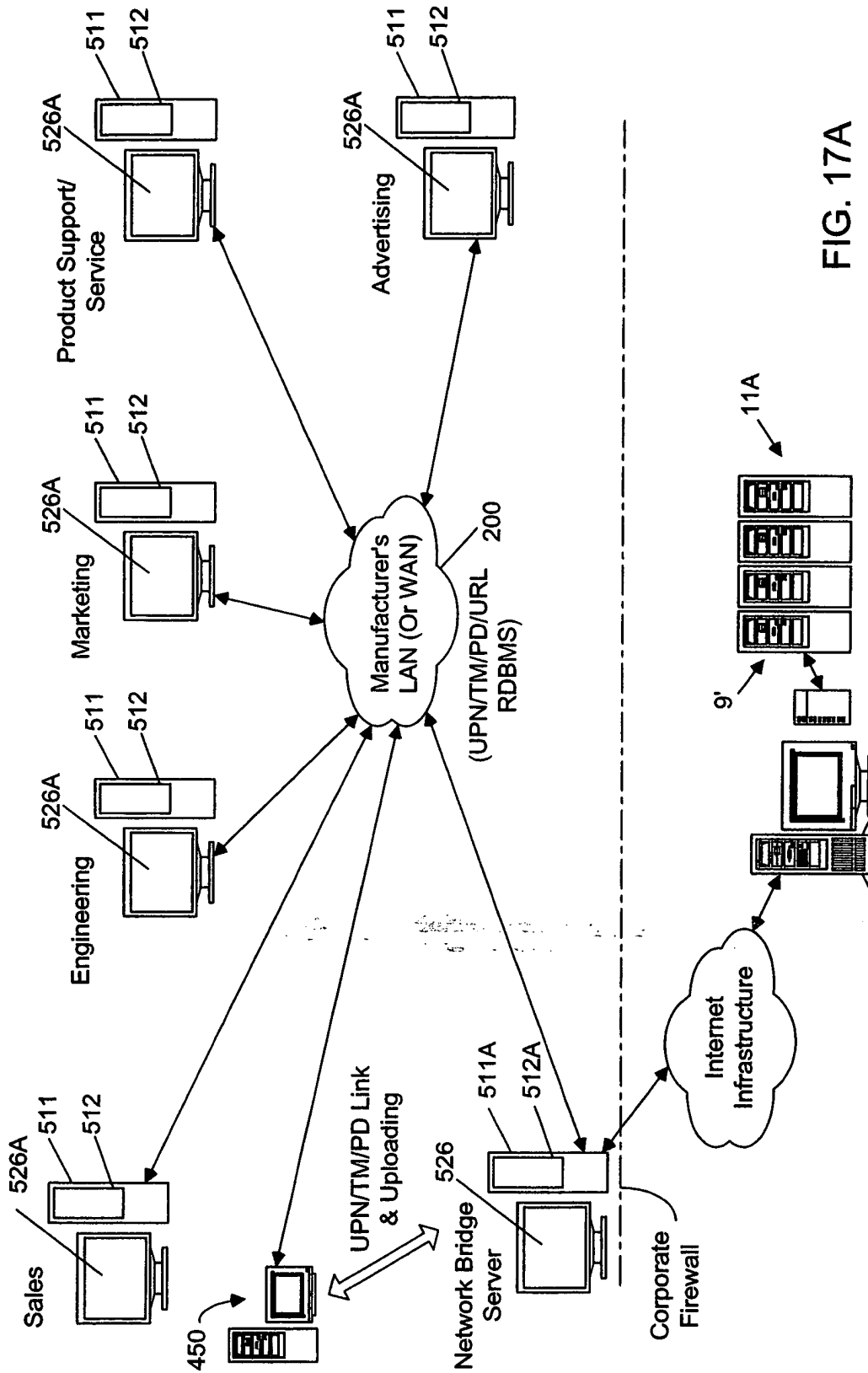


FIG. 17A

137/1046

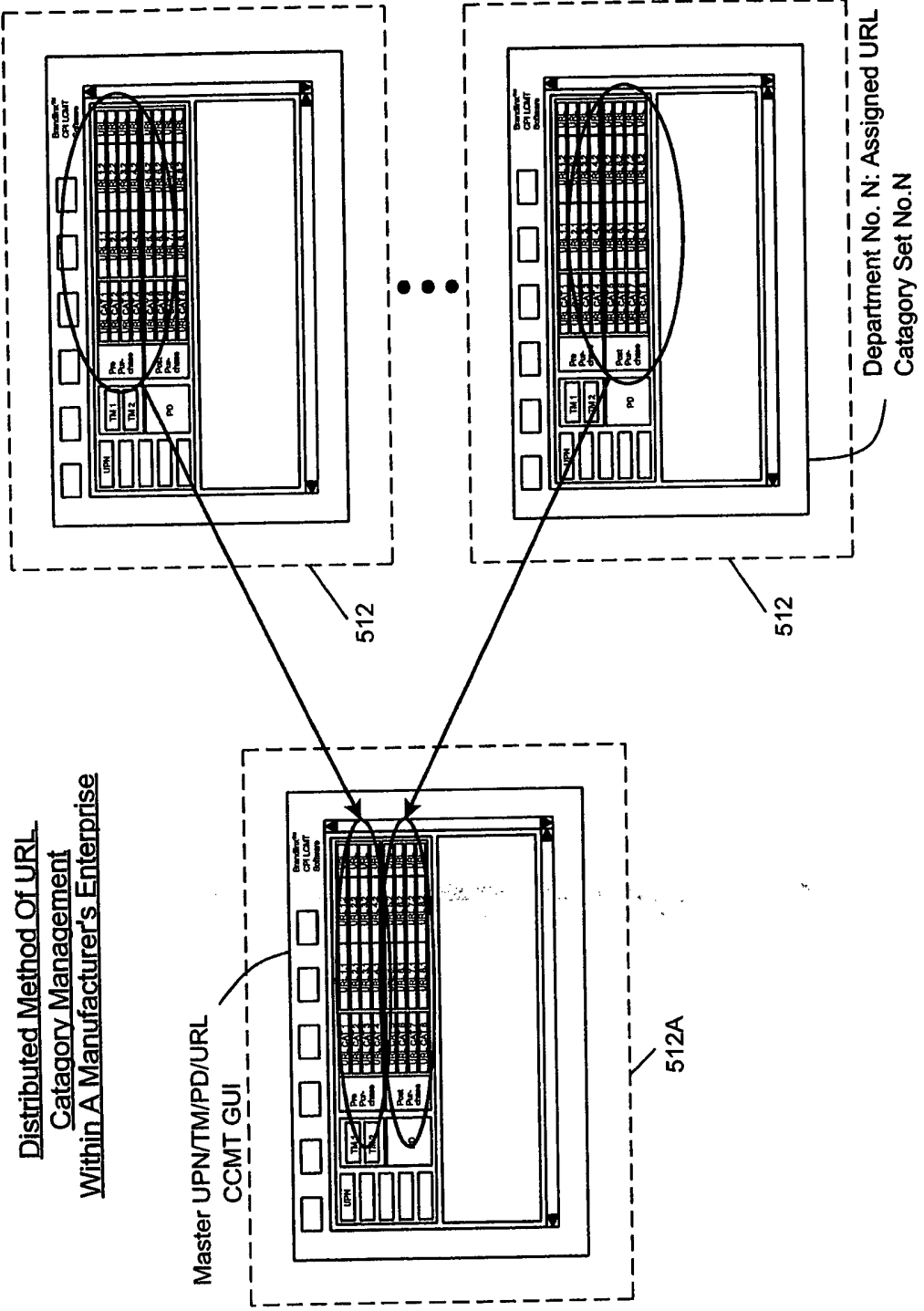


FIG. 17B

139/1046

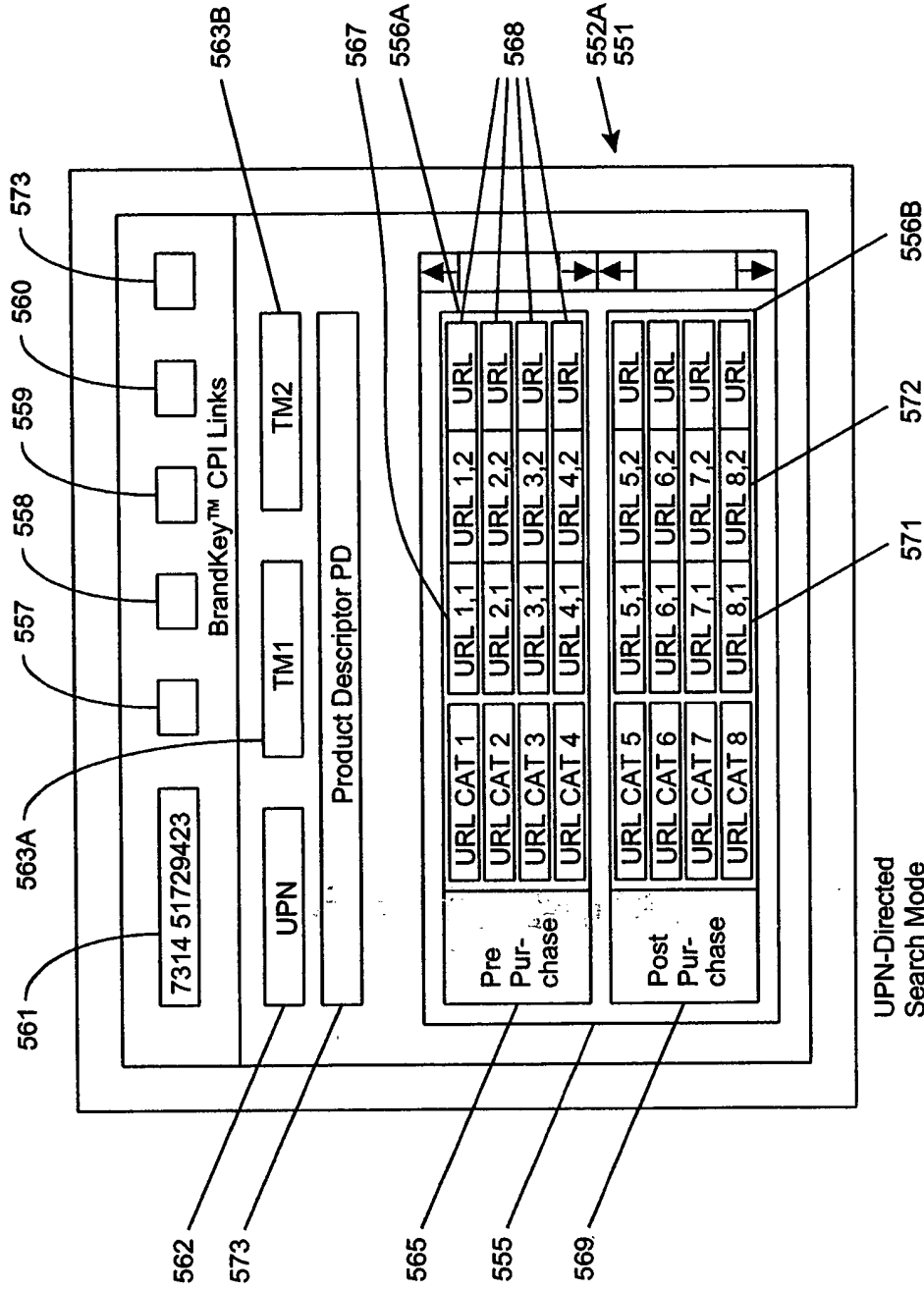
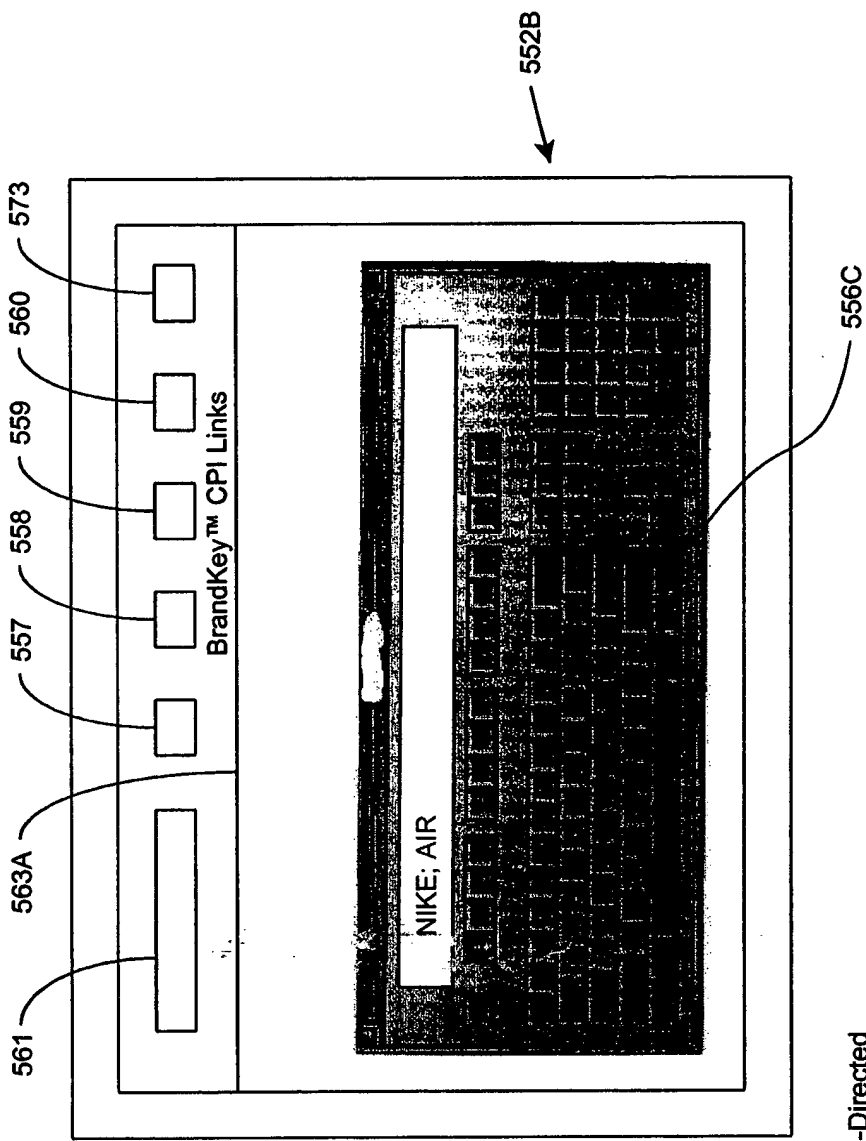


FIG. 18A

139/1046



TM-Directed
Search Mode
Step 1: Mode Selection
And Data Entry

FIG. 18B1

140/1040

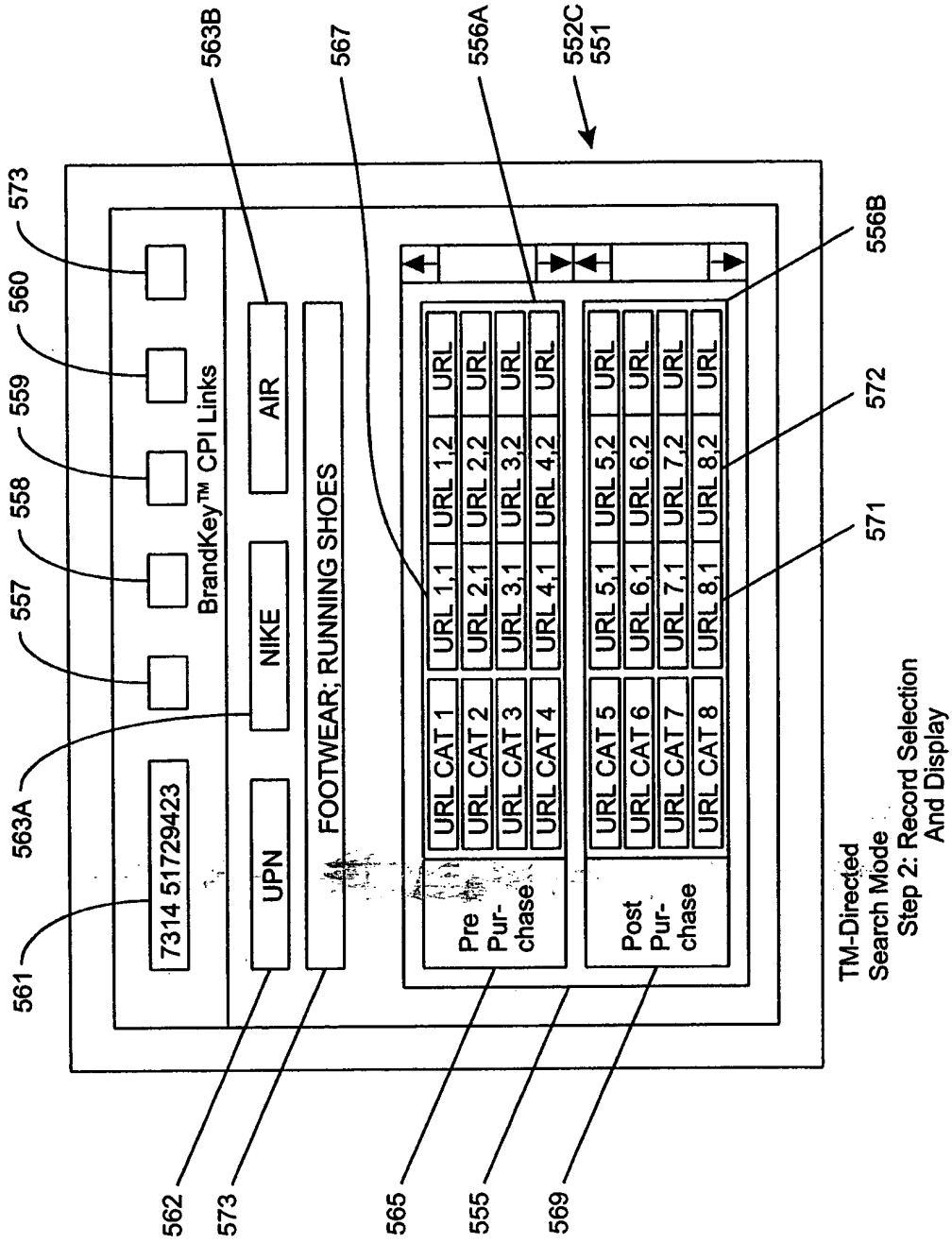
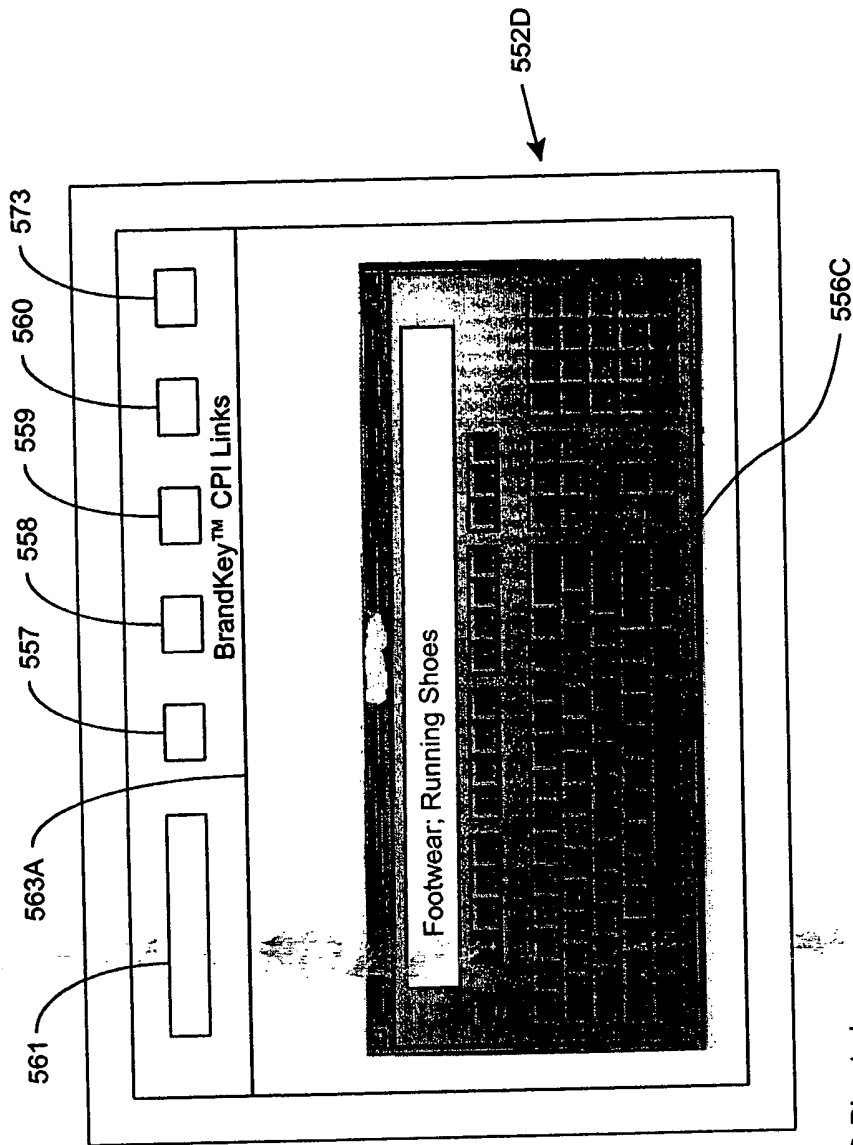


FIG. 18B2

141/1046



PD-Directed
Search Mode
Step 1: Mode Selection
And Data Entry

FIG. 18C1

143/1046

Modes Of Information Service In The CPI Kiosk Configuration, Deployment,
Management And Access Subsystem (504)

Retailers (In Physical And Electronic Streams Of Commerce)

- Registration Of Retailer/Creation Of Retailer Account
- Log-In By Retailer
- Update And Display Kiosk Deployment Directory-
- Select/Order Physical And Virtual Kiosk For Deployment
 - Specify Location Of Kiosk Installation And Deployment
 - Selection Of Information Services Delivered By Deployed CPI Kiosk
 - Selection And Customization Of CPI Design- Kiosk GUI Design
- Registration Of Manufacturer's Physical Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Retailer's Advertising Agents
- Certification Of Retailer's Product Promotional Agents
- Monitoring Performance Of Registered Retailer Advertising Agents
- Monitoring Performance Of Registered Retailer Promotional Agents

Consumers

- Registration Of Consumer (For Retailer-Issued Courtesy Cards)
- Display Of Kiosk Deployment Directories
 - Virtual CPI Kiosks Deployed In Retailer E-Stores
 - Physical CPI Kiosks Deployed In Retailer P-Stores
 - Virtual CPI Kiosks Deployed On WWW
- Monitor Consumer CPI E-Mail Transmissions From Subsystem

FIG. 19A

144/10A6

Manufacturer's (In Electronic Streams Of Commerce)

- Registration Of Manufacture/Creation Of Retailer Account
- Log-In By Manufacturer
Update And Display Manufacturer's Virtual Kiosk Deployment Directory-
- Select/Order Virtual Kiosk For Deployment
 - Specify Domain Of Virtual Kiosk Installation And Deployment
 - Selection Of Information Services Delivered By Deployed Virtual CPI Kiosk
 - Selection And Customize Of-Virtual CPI Kiosk GUI Design
- Registration Of Manufacturer's Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Manufacturer's Advertising Agents
- Certification Of Manufacturer's Product Promotional Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Advertising Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Promotional Agents

FIG. 19B

1A5/1046

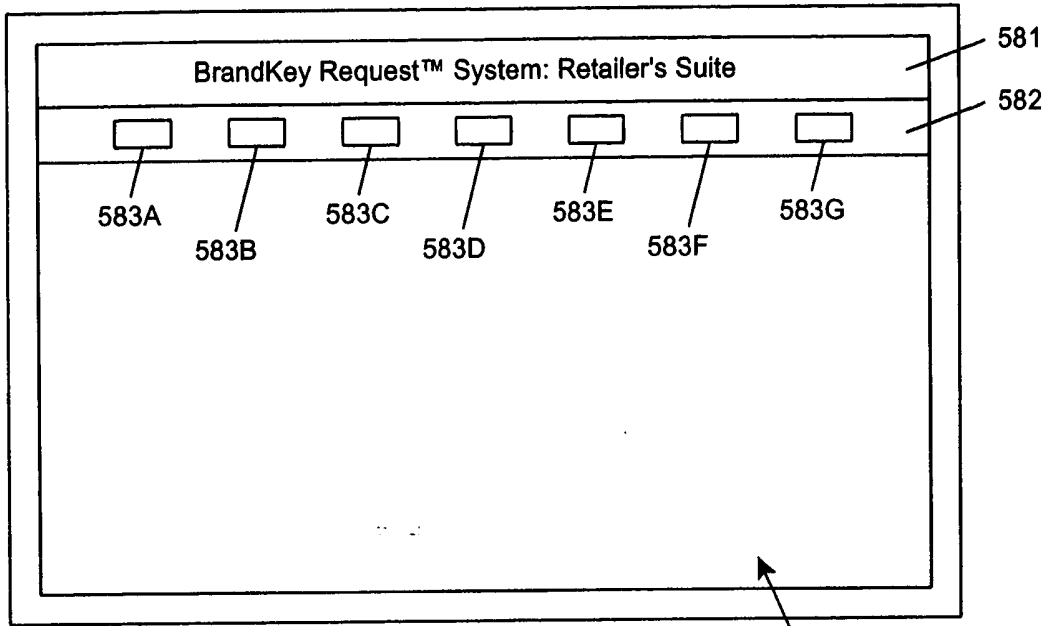


FIG. 20A

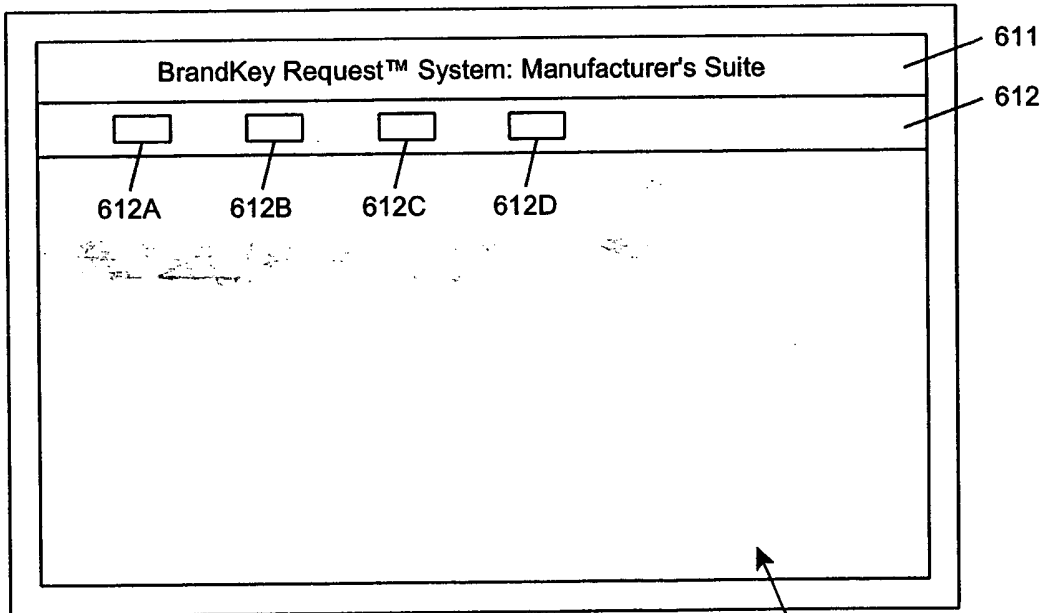


FIG. 20B

196/1046

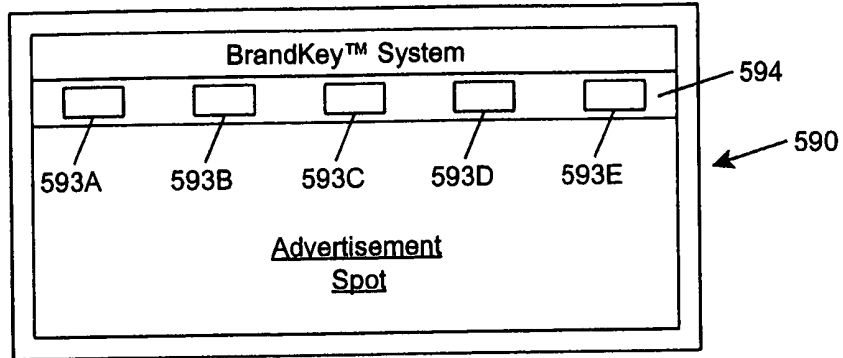


FIG. 21A

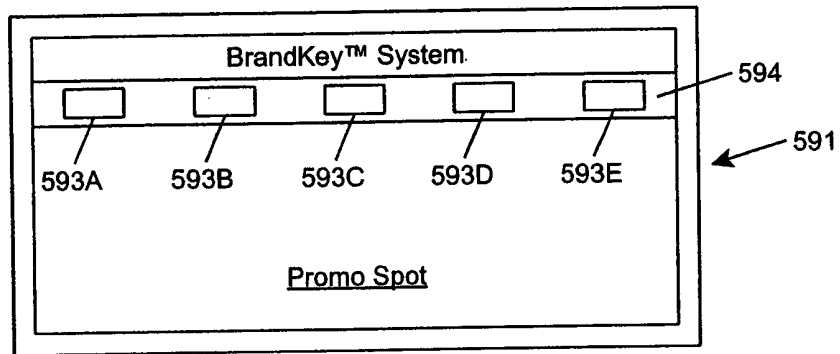


FIG. 21B

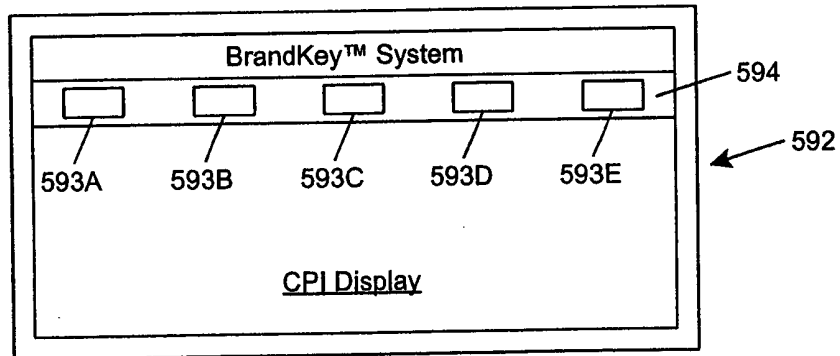


FIG. 21C

1A7/1046

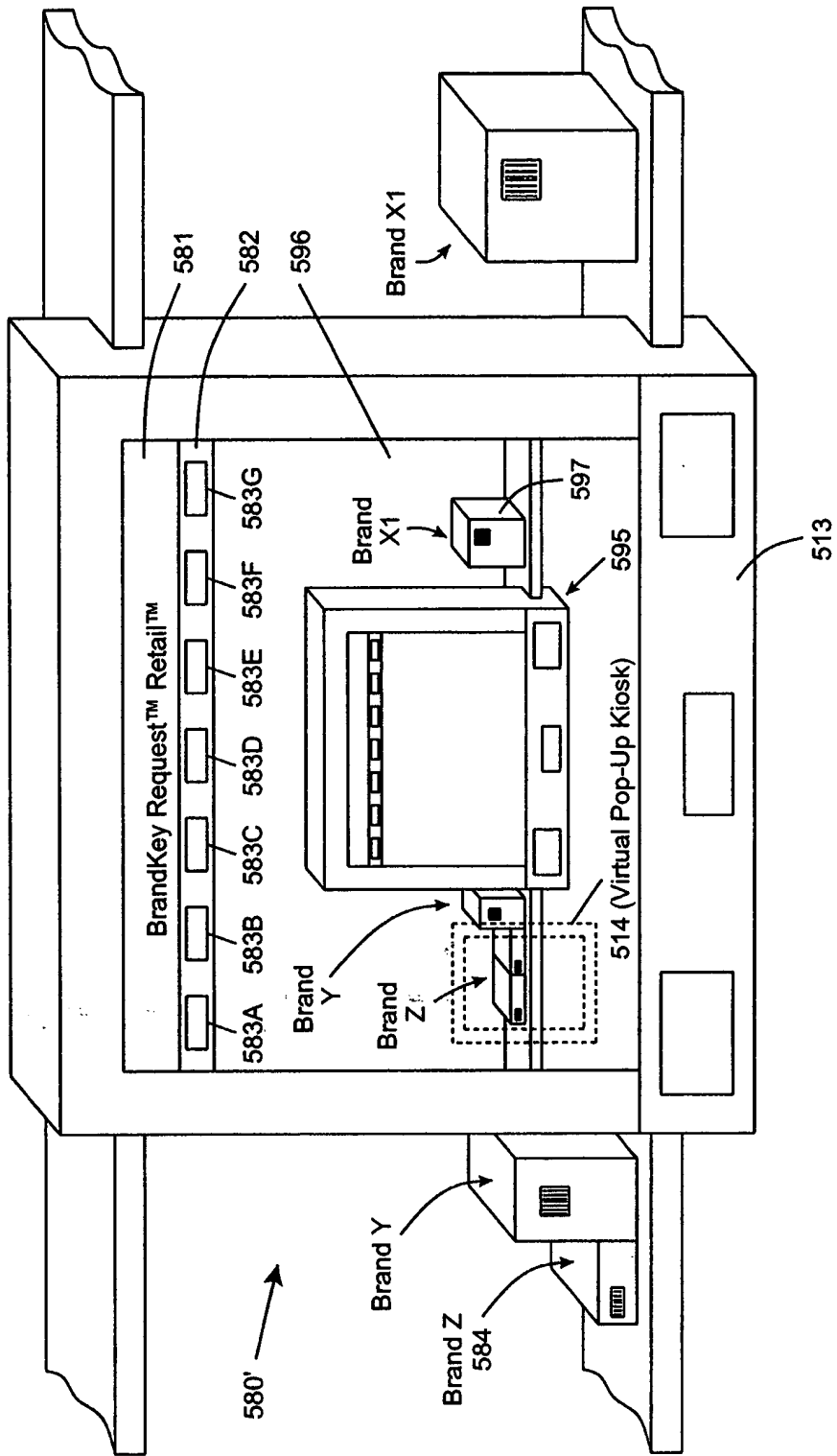


FIG. 22

148/1040

"Manufacturer Aisle/Shelf Right/Privilege Registration"

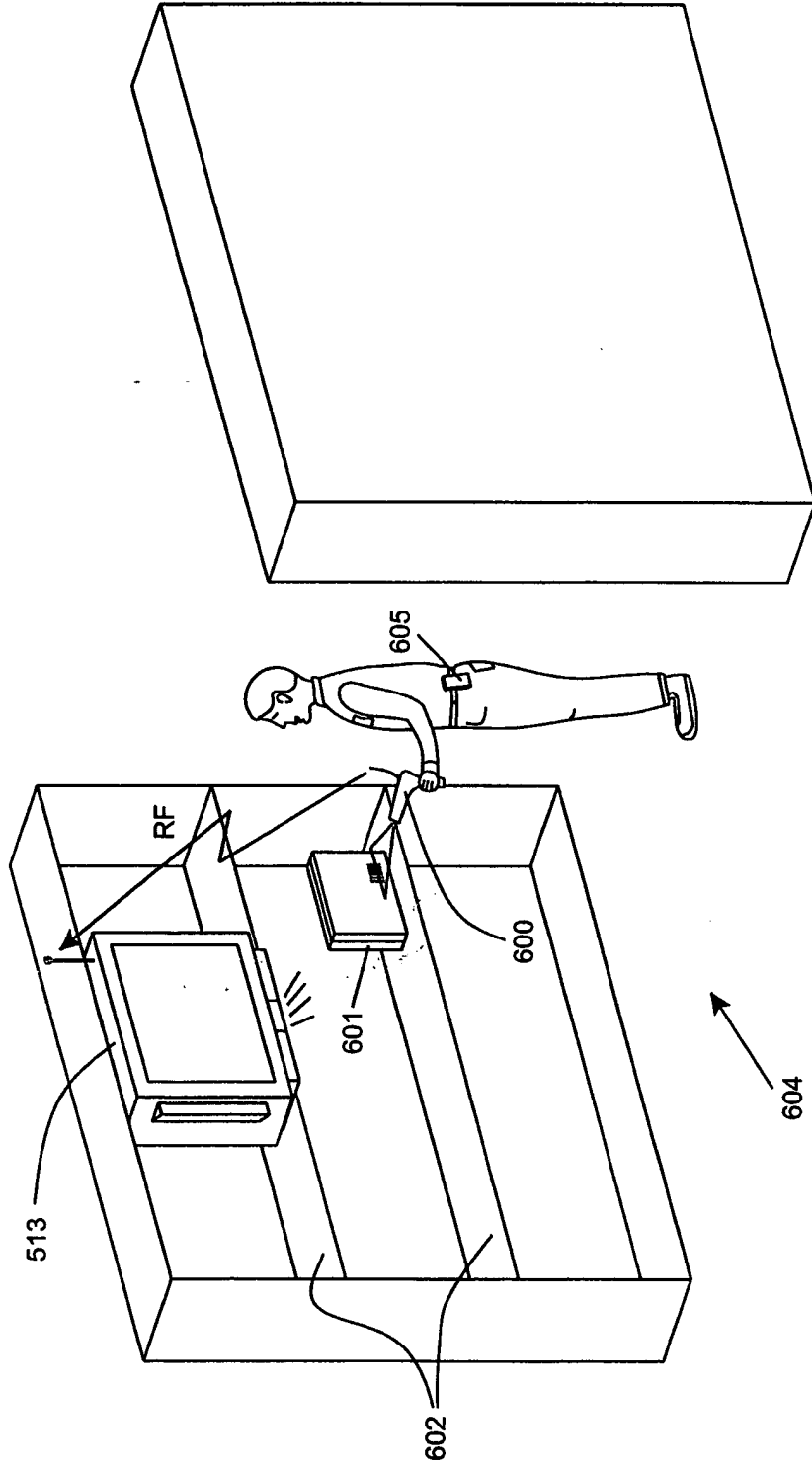


FIG. 23

149/1046

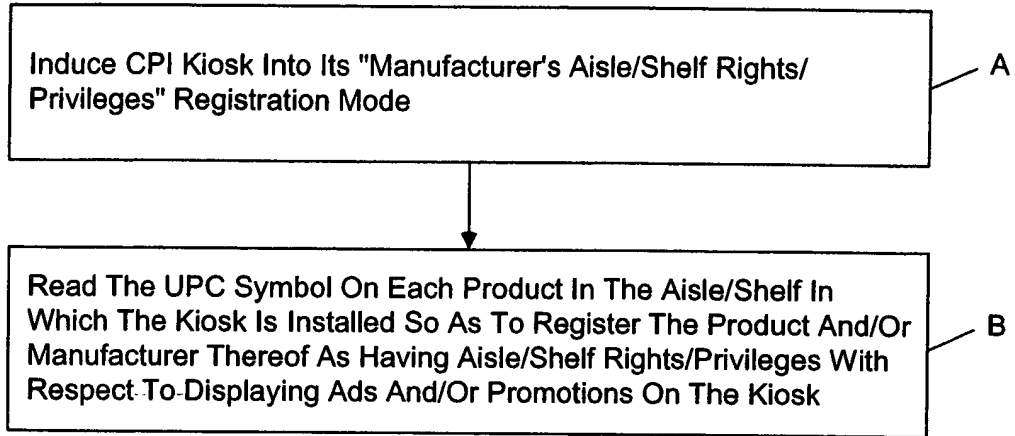


FIG. 24A

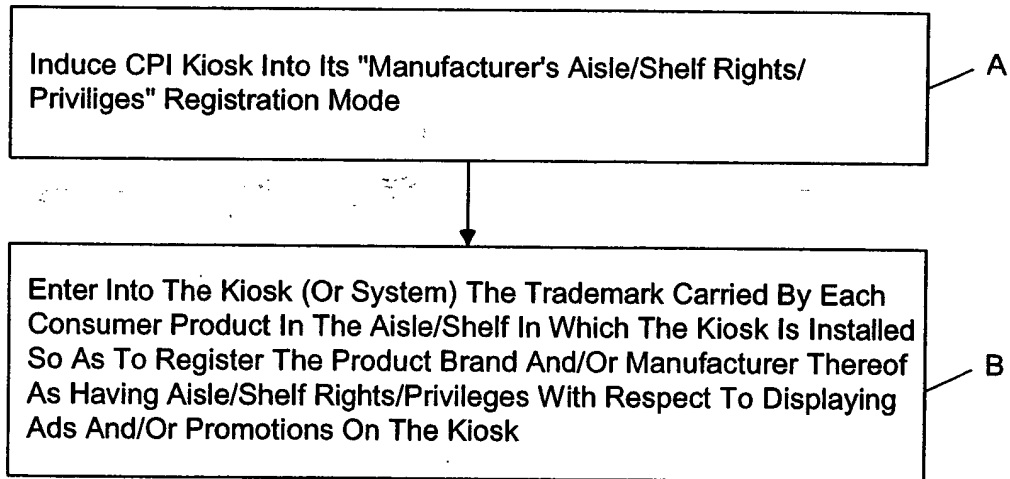


FIG. 24B

150/1046

Data-Processing Method Carried Out On CPI Requests Made By Consumers From Physical Retailer-Based CPI Kiosks In Accordance With The Principles Of The Present Invention

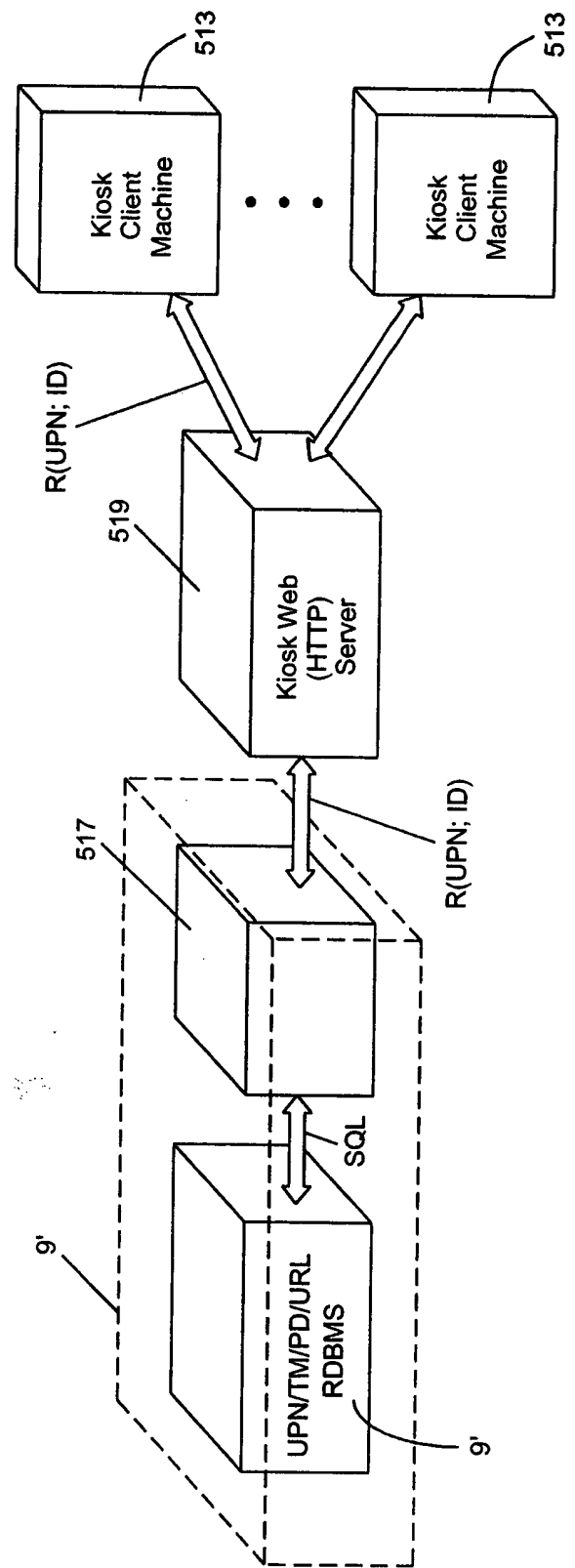


FIG. 25

151/1046

Data Filtering On CPI Requests Made From Physical
Kiosks Deployed In A Retailers Store

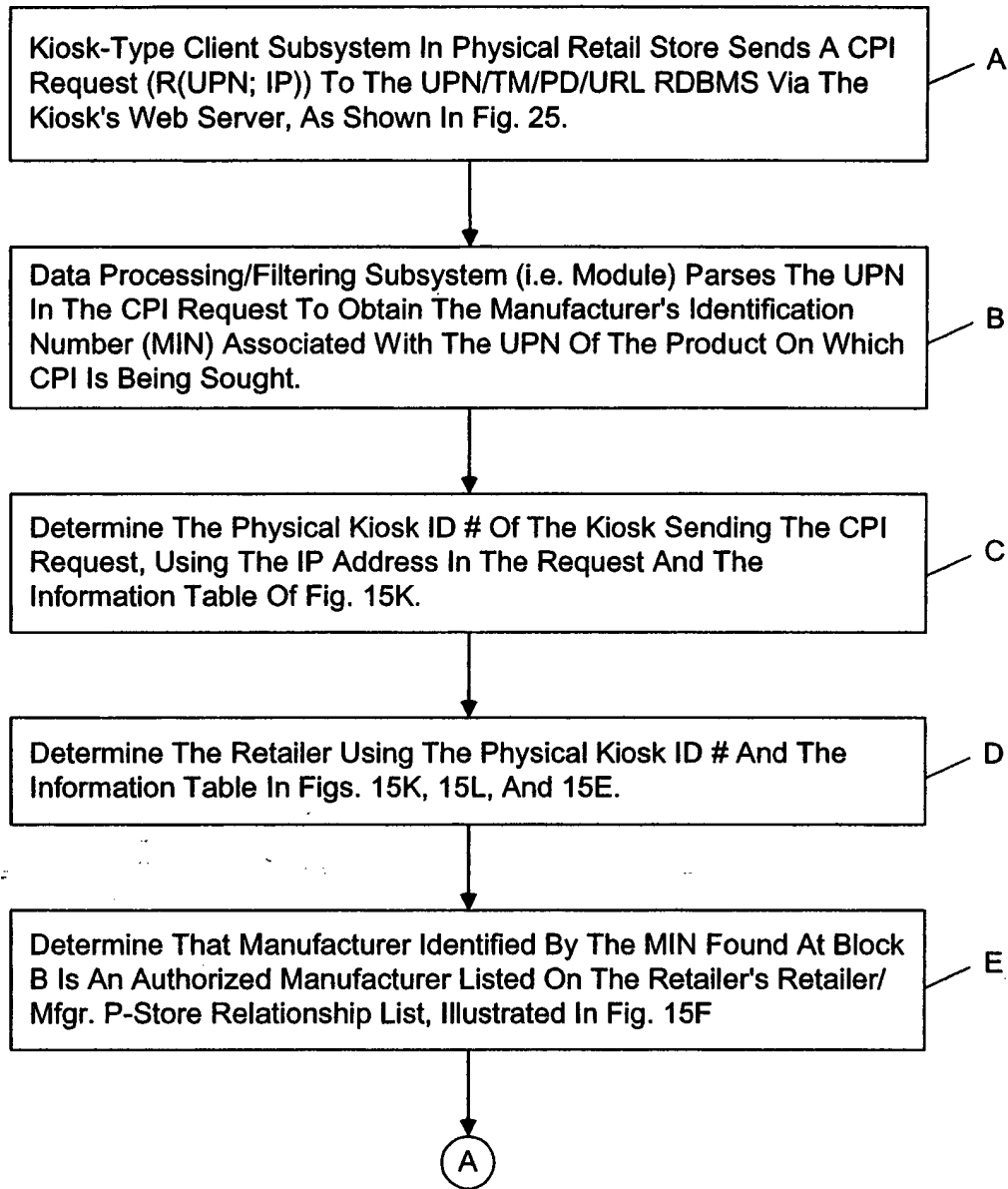


FIG. 26A

152/1046

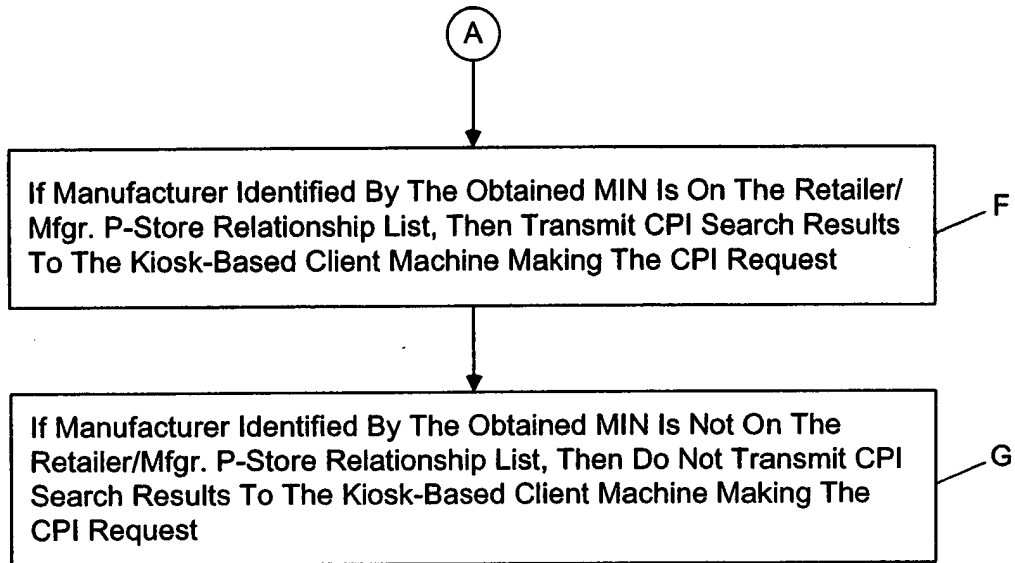


FIG. 26B

153/1046

Data-Processing Method Carried Out On CPI Requests Made By Consumers From Virtual-Type Retailer-Based CPI Kiosks In Accordance With The Principles Of The Present Invention

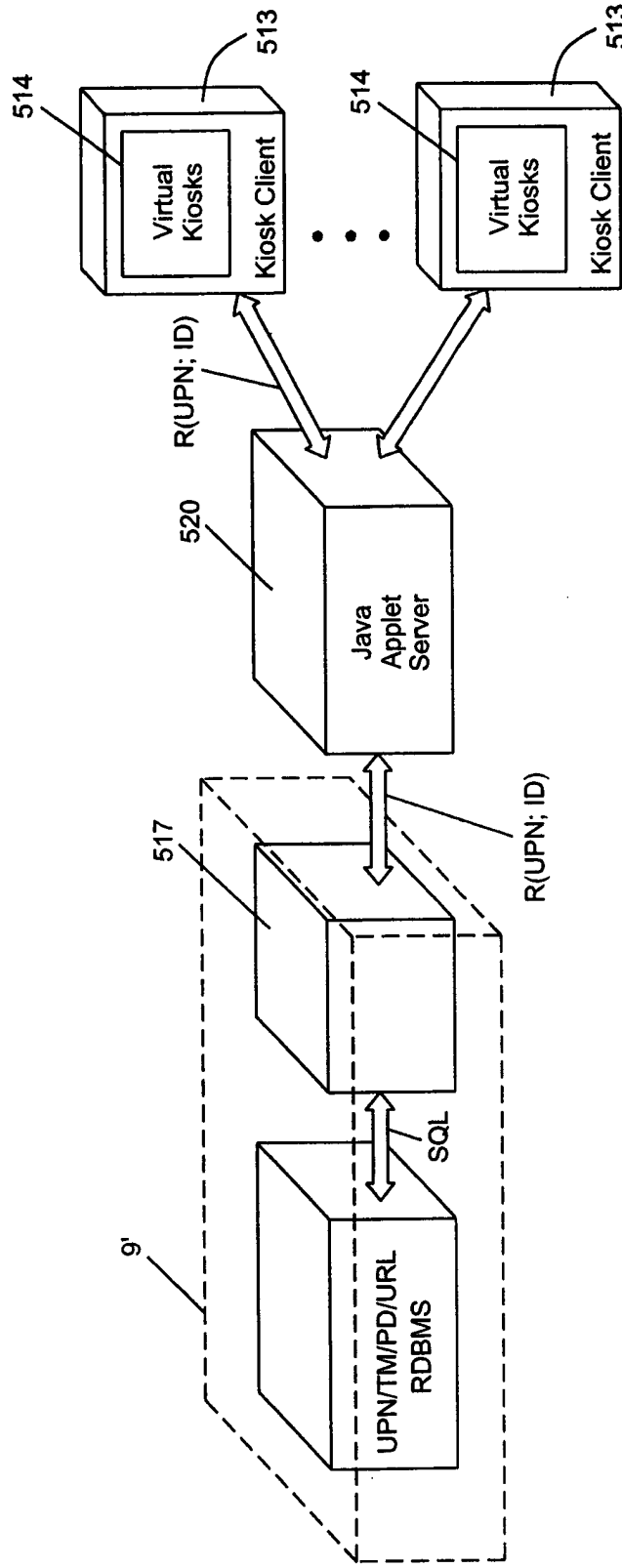


FIG. 27

154/1046

Data Filtering On CPI Requests Made From Virtual (Applet-Enabled)
Kiosks Deployed At An E-Tailers WWW Site Or E-Store

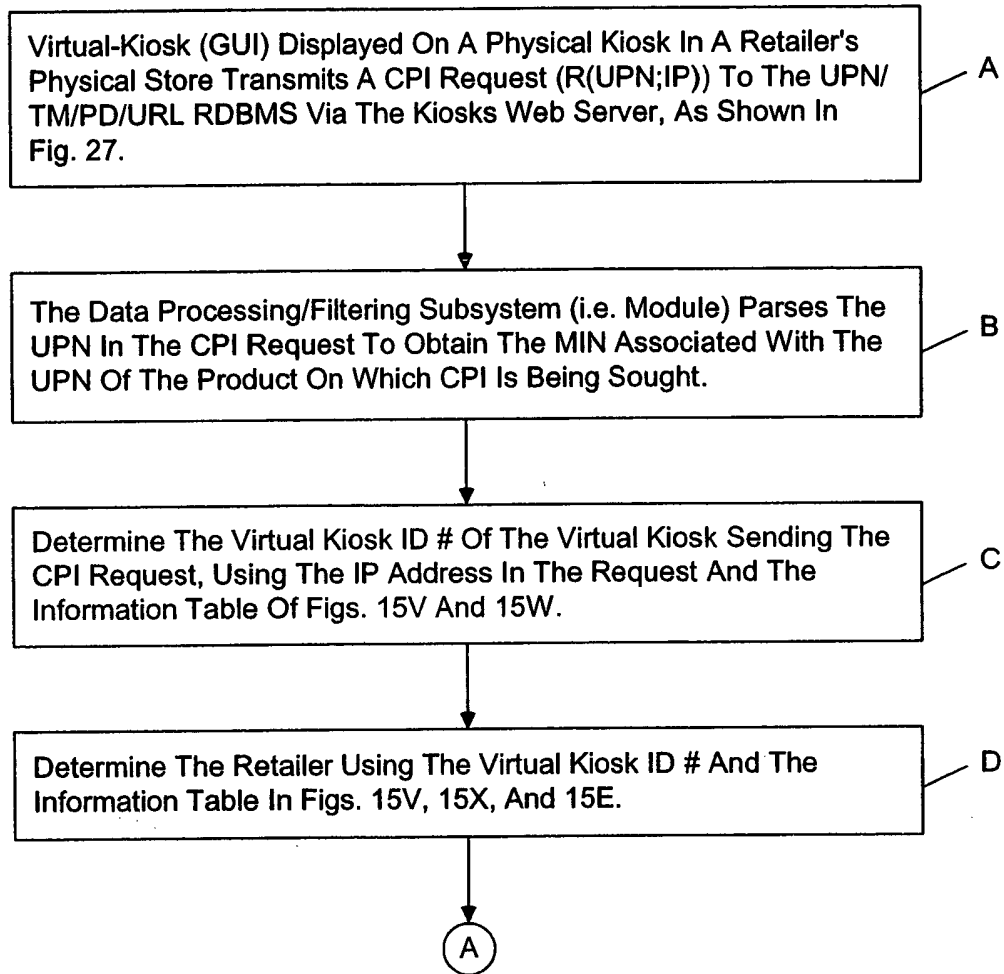


FIG. 28A

155/1046

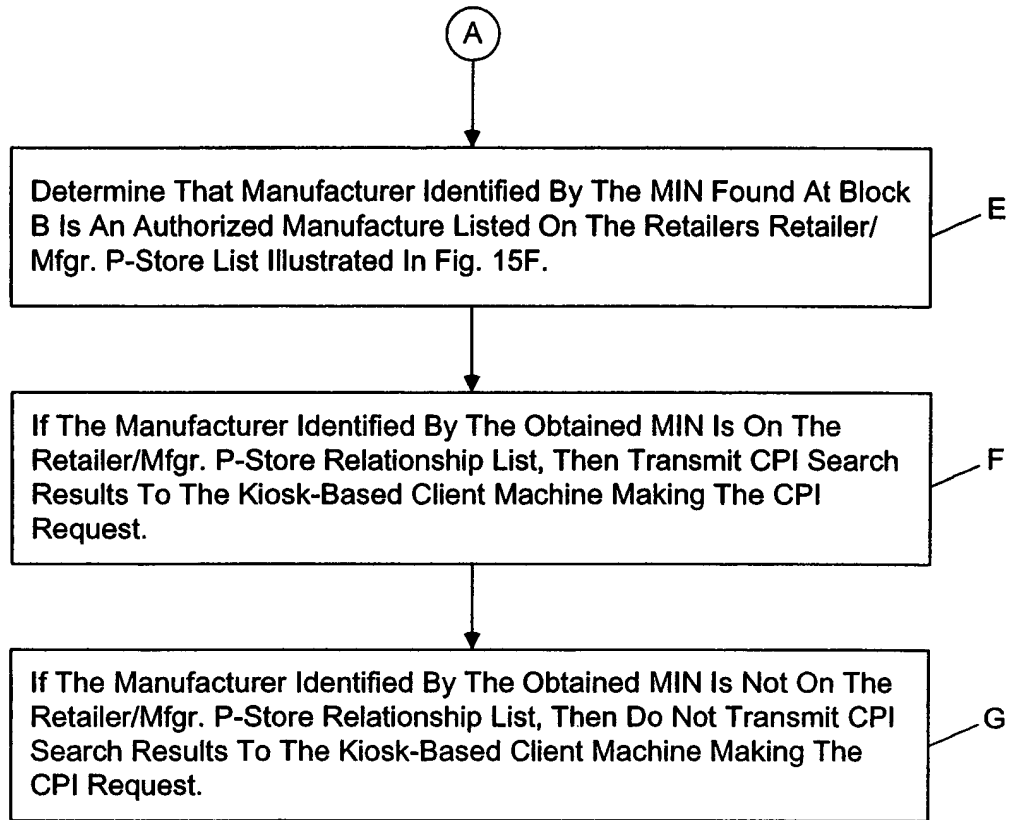


FIG. 28B

156A046

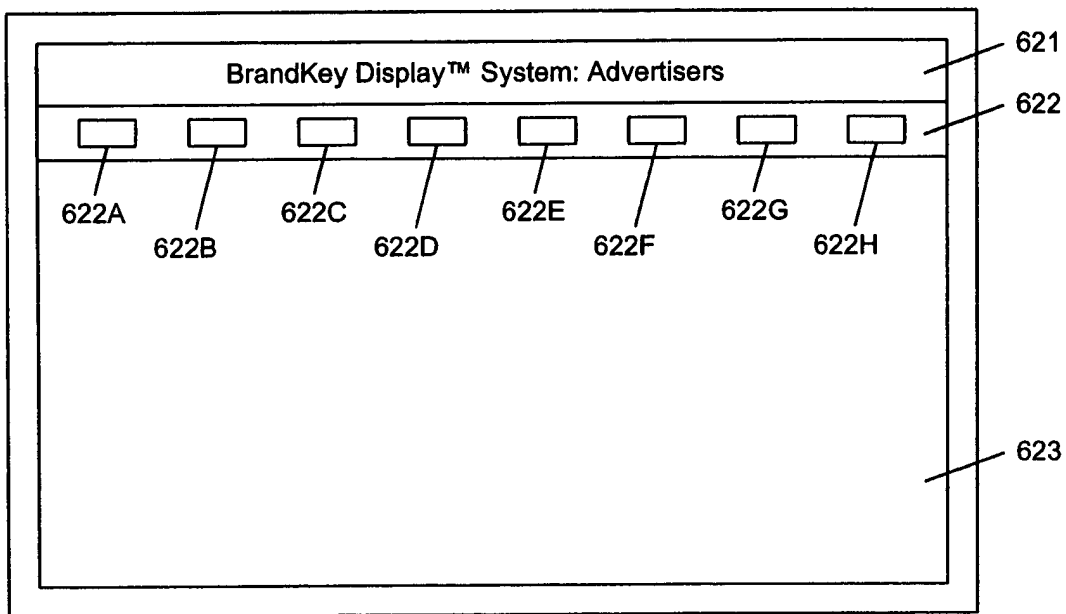
Modes of Information Service in the Consumer Product Advertisement Marketing, Programming, Management and Delivery Subsystem (502)

Advertisers

- Registration Of Advertiser/Creation Of Advertiser Account
- Log-In By Advertiser
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On Consumer Products
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On A Particular Brand Or Brands Of Consumer Product
- Register Kiosk Advertising Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Build Kiosk Advertising Campaign By Placing Ad Spot Orders To Be Run On A Particular Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Advertising Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- Modify Kiosk Advertising Campaign
- Monitor Performance Of Kiosk Advertising Campaign

FIG. 29

157/1046



620

FIG. 30

150/1040

Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Advertisers And Advertising Agents Are Authorized By Retailers To Display Product Advertisements, In Accordance With The Principles Of The Present Invention

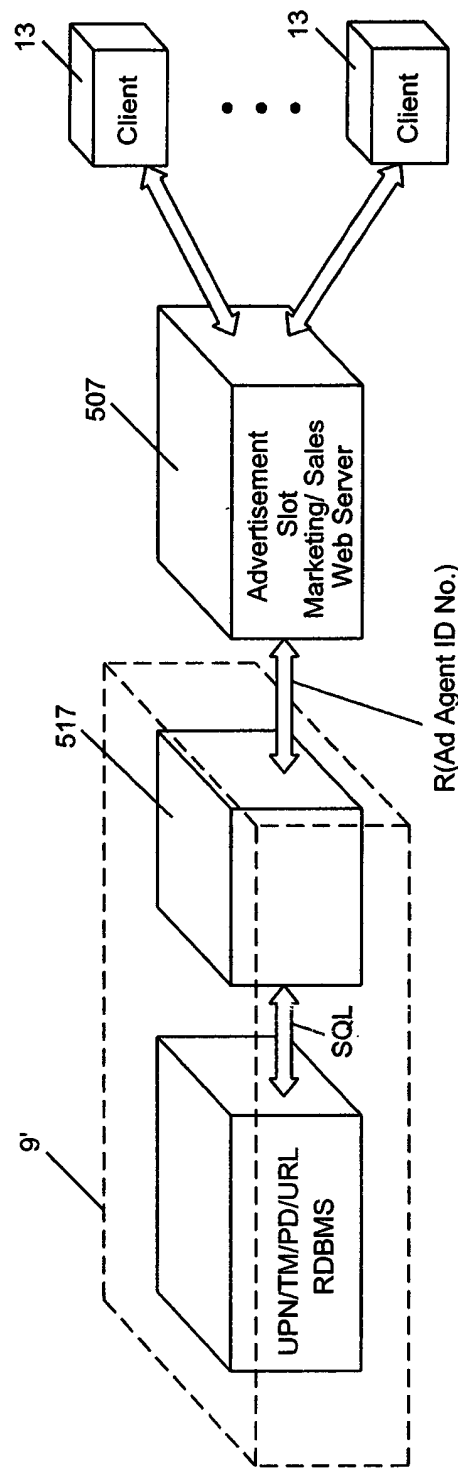


FIG. 31

159/1046

Data Processing Method For Generating A General Kiosk Advertising Directory Which Includes Only (Physical And Virtual) Kiosks On Which The Registered Advertiser Is Authorized By Retailers To Place Ad Spot Orders For Execution And Display

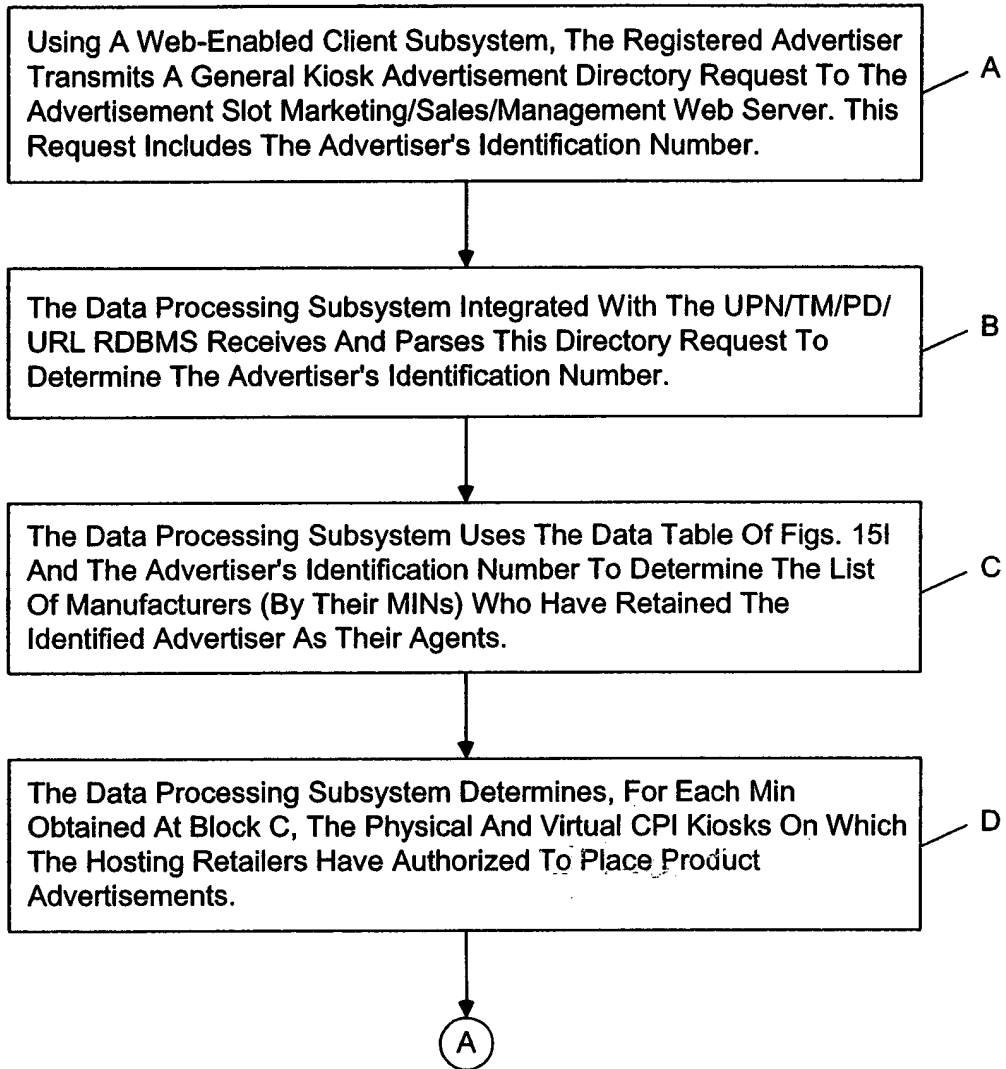


FIG. 32A

160/1046

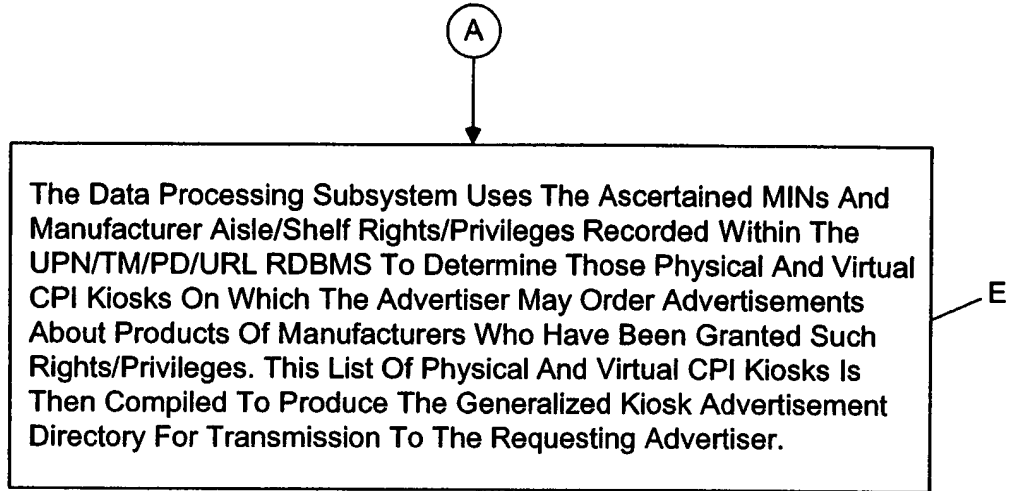
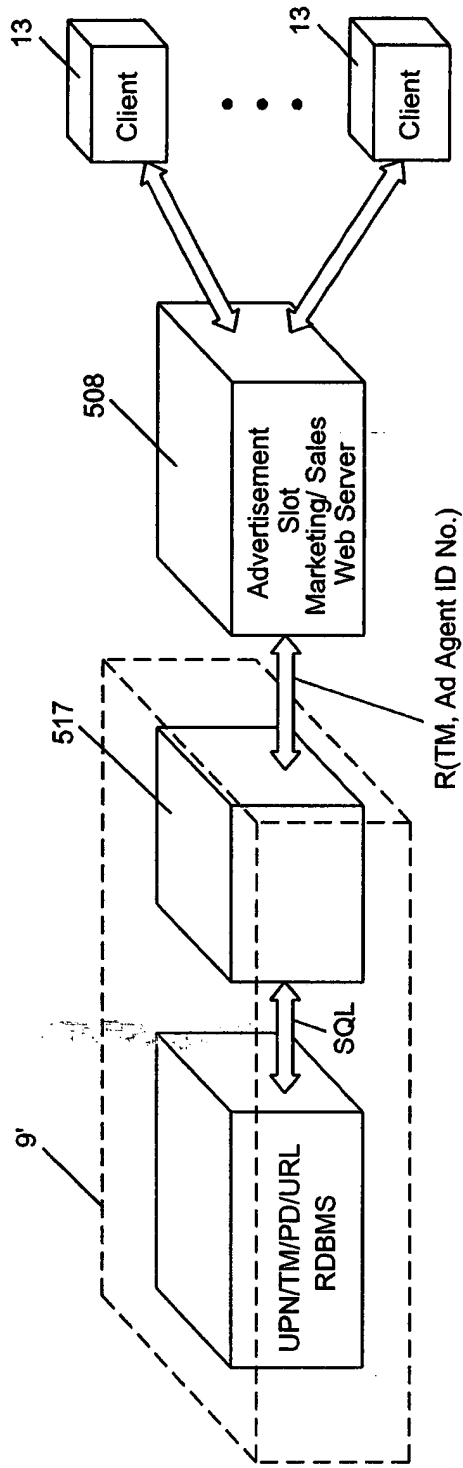


FIG. 32B

Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Advertiser Or Advertising Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Advertisements Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention



161/1046

FIG. 33

162/1046

Data Processing Method For Generating A Brand Kiosk Advertising Directory Which Includes Only (Physical And Virtual) Kiosks On Which The Registered Advertiser Is Authorized By Retailers To Place Ad Spot Orders For Execution And Display

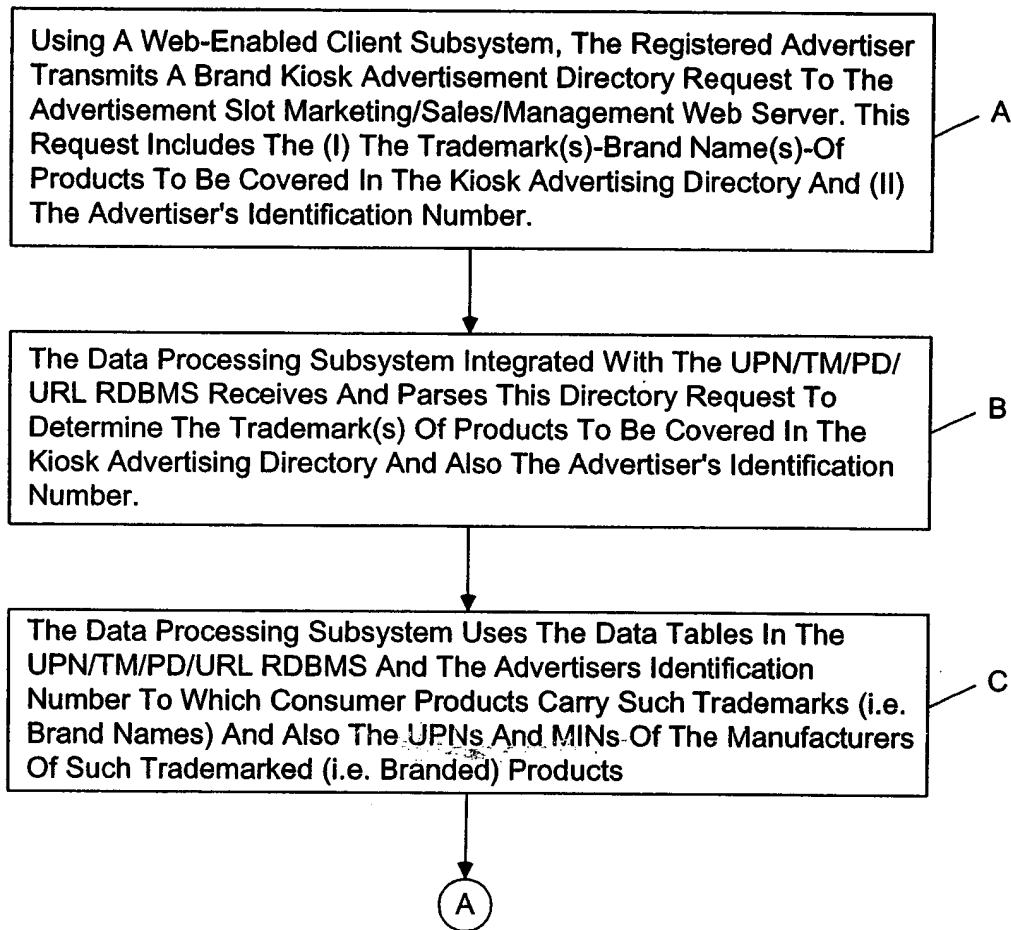


FIG. 34A

163/1046

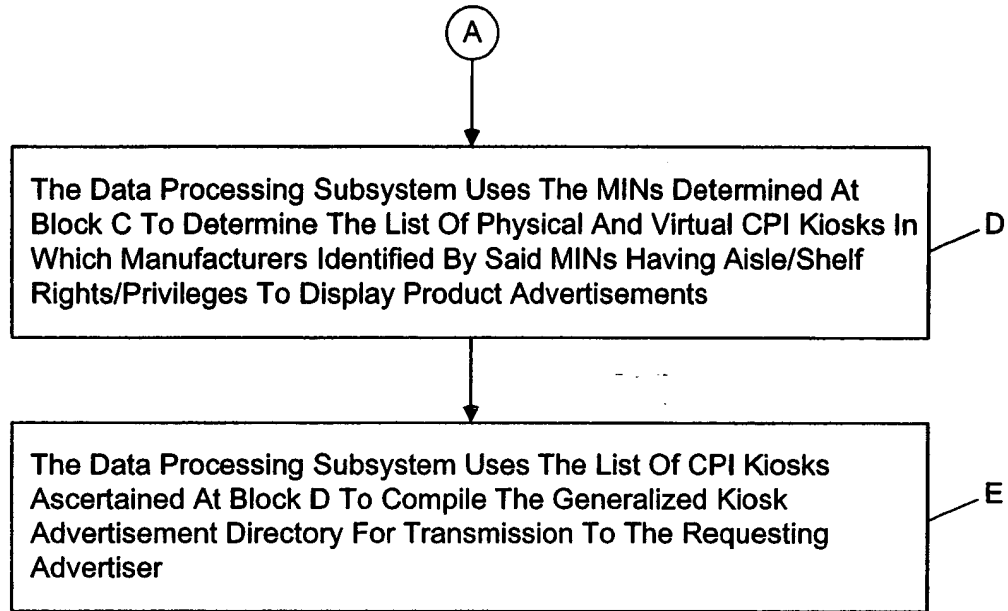


FIG. 34B

164/1046

Modes of Information Service in the Consumer Product Promotion Marketing,
Programming, Management and Delivery Subsystem (503)

Promoters

- Registration Of Promoter/Creation Of Promotion Account
- Log-In By Promoter
- Display Kiosk Promotional Directory Identifying CPI Kiosks On Which The Promoter Is Authorized To Display Promotion On Consumer Products
- Display Kiosks On Which The Promoter Is Authorized To Display Promotions On A Particular Brand Or Brands Of Consumer Products
- Register Kiosk Promotions Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Promotion Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- Modify Instituted Kiosk Promotion Campaign
- Monitor Kiosk Promotion Campaign

FIG. 35

165/1046

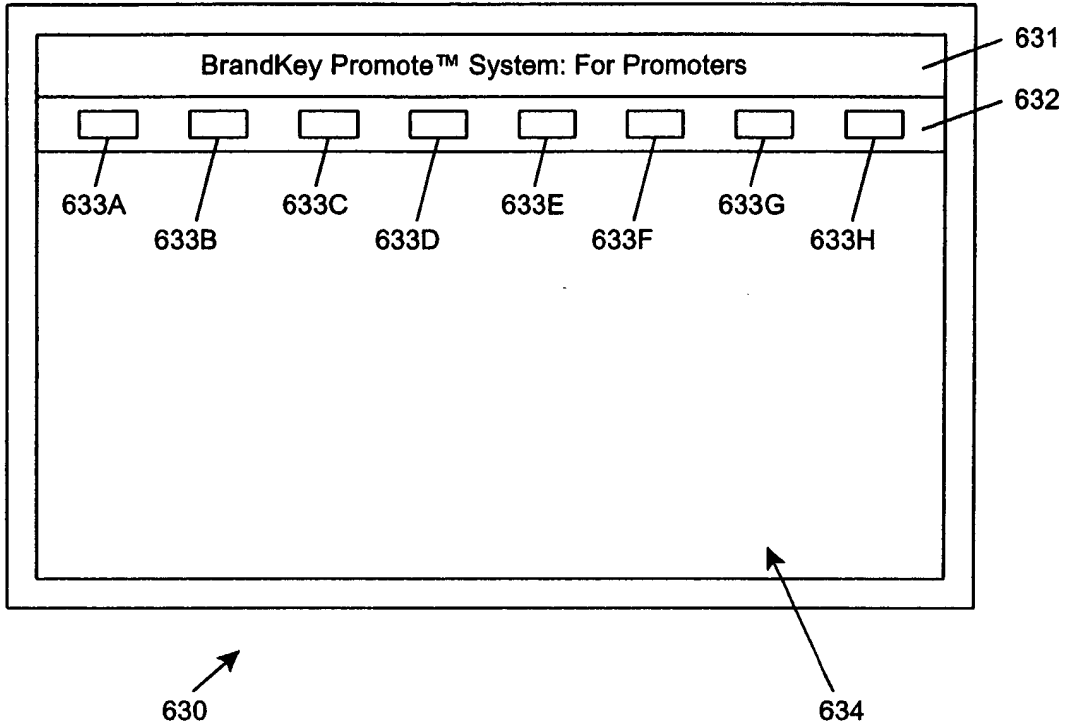


FIG. 36

166/1046

Data-Processing Method Applied During The Generation Of A Kiosk Promotion Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Promoters And Promotional Agents Are Authorized By Retailers To Display Product Promotions In Accordance With The Principles Of The Present Invention

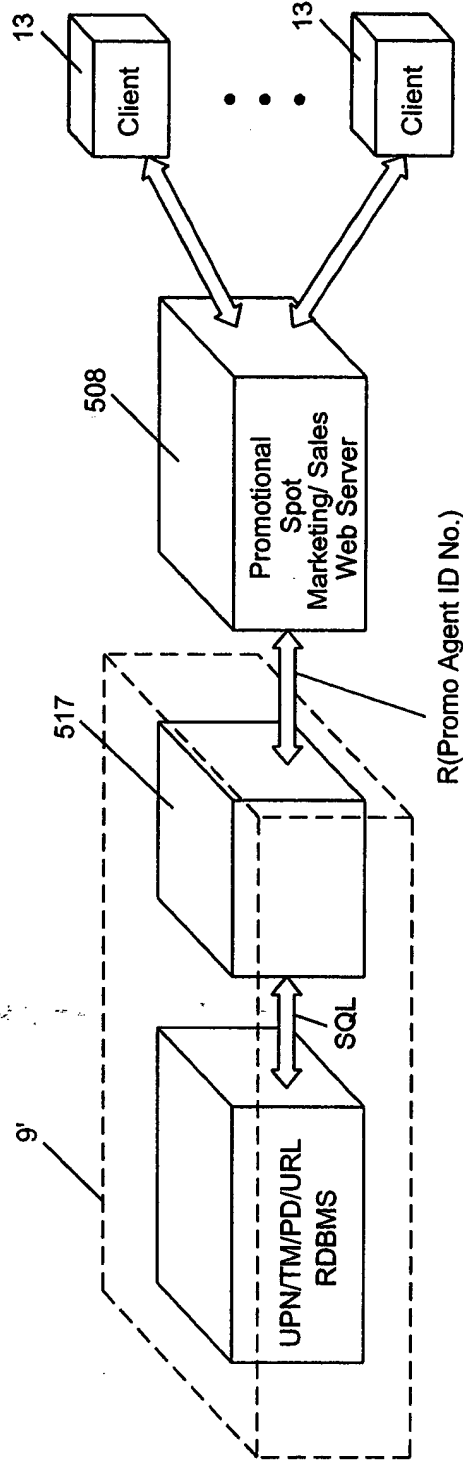


FIG. 37

167/1046

Data Processing Method For Generating A General Kiosk
Promotion Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Promoter Is
Authorized By Retailers To Place Promo Spot Orders
For Execution And Display

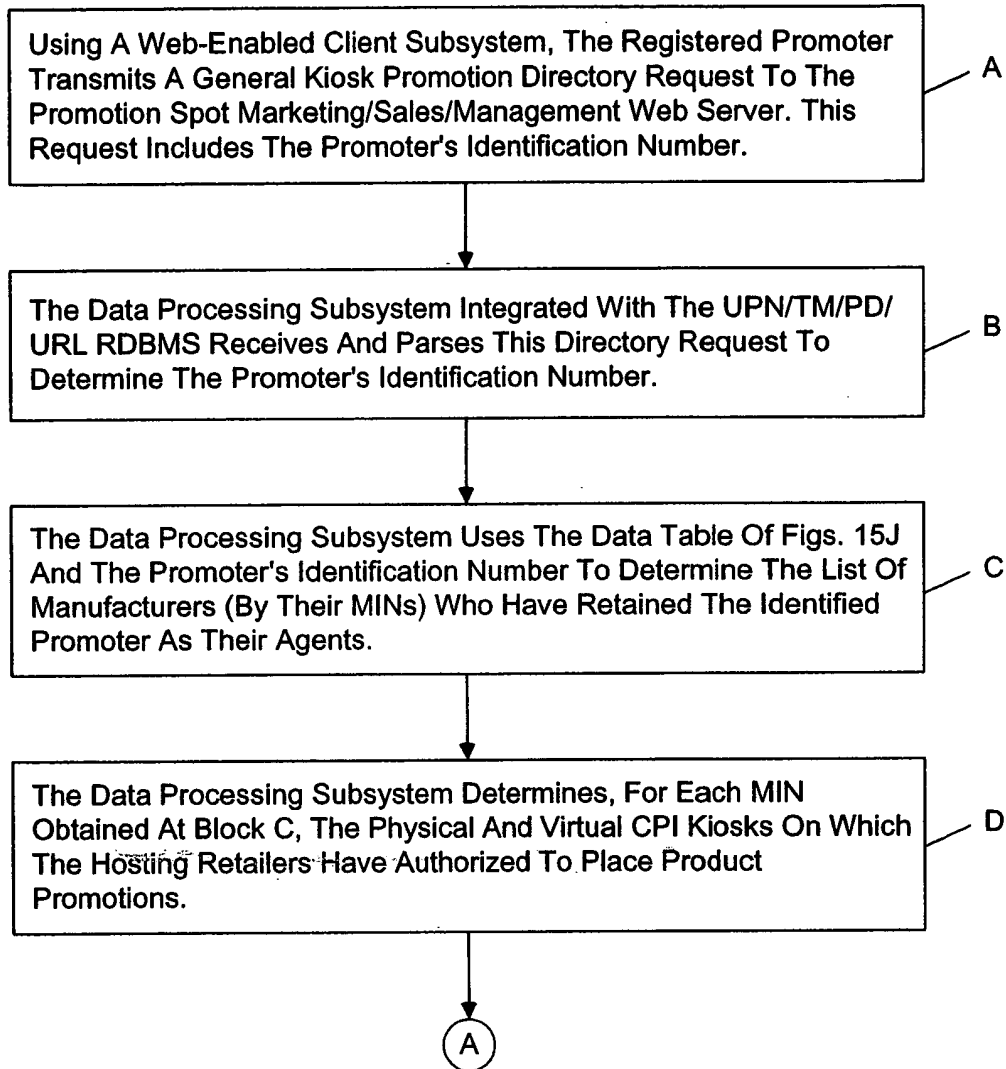


FIG. 38A

100/1046

A



The Data Processing Subsystem Uses The Ascertained MINs And Manufacturer Aisle/Shelf Rights/Privileges Recorded Within The UPN/TM/PD/URL RDBMS (9') To Determine Those Physical And Virtual CPI Kiosks On Which The Promoter May Place Promotions About Products Of Manufacturers Who Have Been Granted Such Rights/Privileges. This List Of Physical And Virtual CPI Kiosks Is Then Compiled To Produce The Generalized Kiosk Promotion Directory For Transmission To The Requesting Advertiser.

E

FIG. 38B

169/1046

Data-Processing Method Applied During The Generation Of A Kiosk Promotion Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Promoter Or Promotional Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Promotions Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention

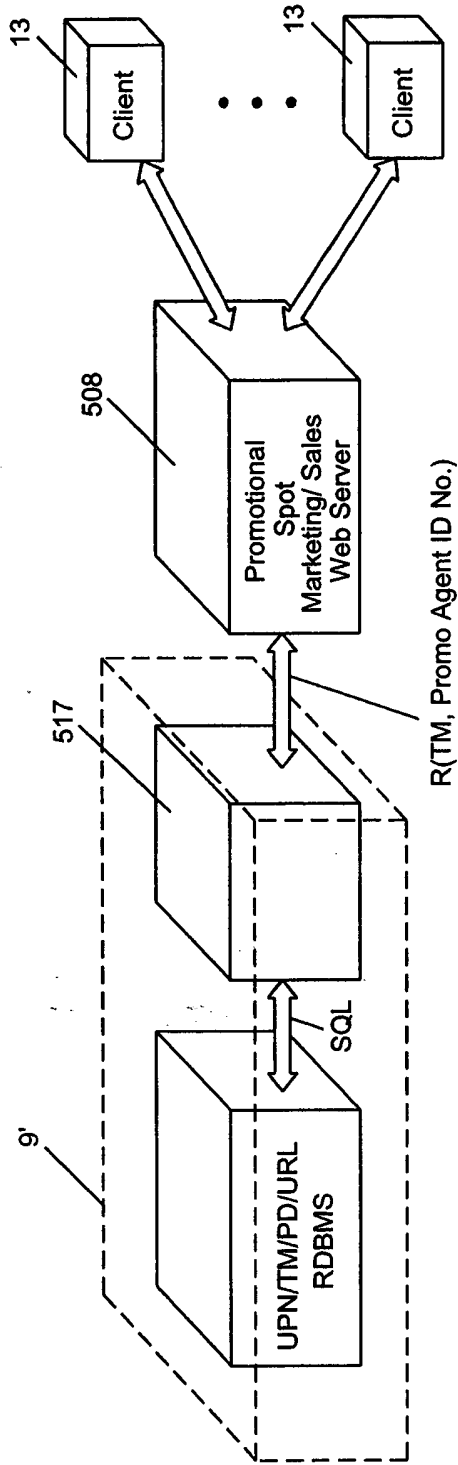


FIG. 39

170/1046

Data Processing Method For Generating A Brand Kiosk
Promotion Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Promoter Is
Authorized By Retailers To Place Promotion Spot Orders For
Execution And Display

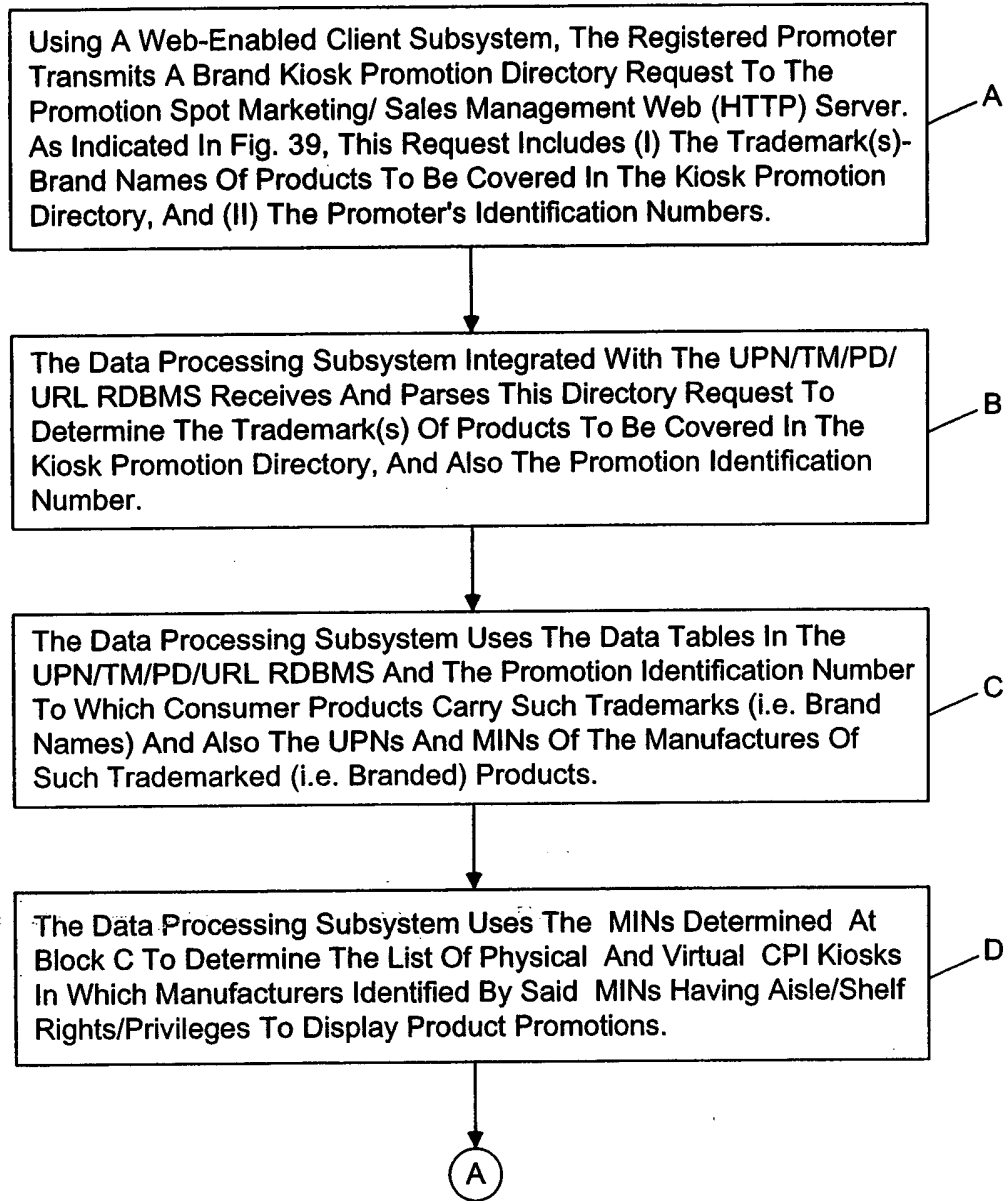


FIG. 40A

171/1046

A

The data processing subsystem uses the list of physical and virtual CPI kiosks ascertained at block D to compile the generalized kiosk promotion directory for transmission to the requesting promoter. E

FIG. 40B

Physical Multi-Mode (CPI) Kiosk

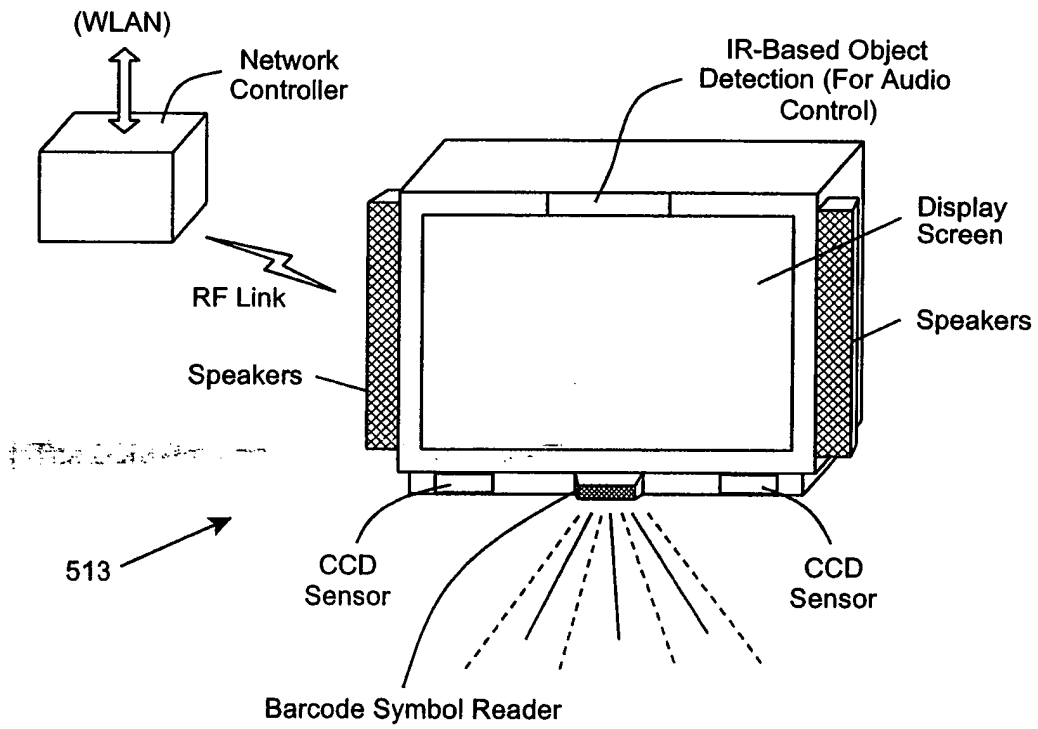


FIG. 41

172/1046

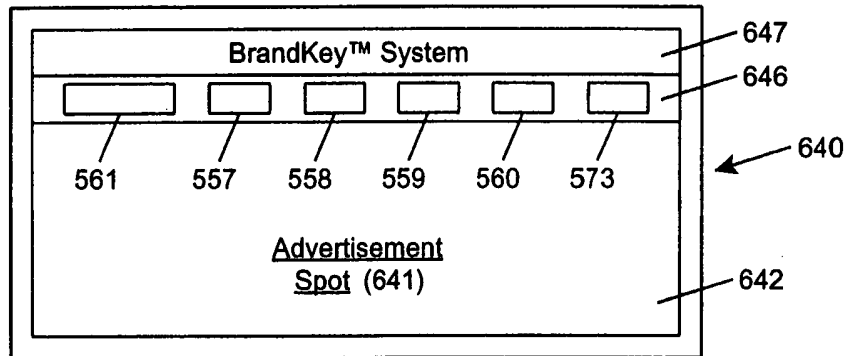


FIG. 42A

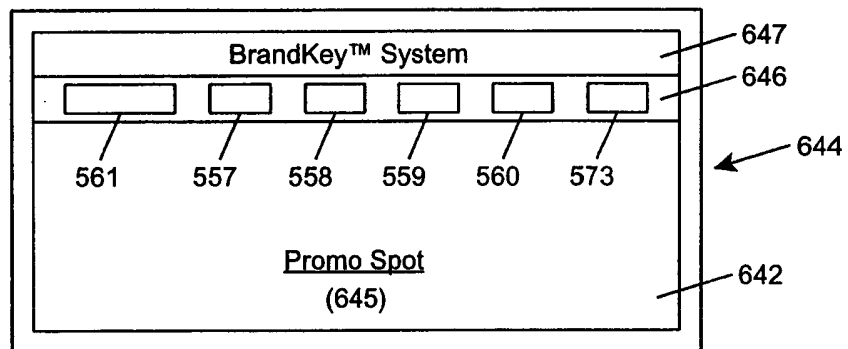


FIG. 42B

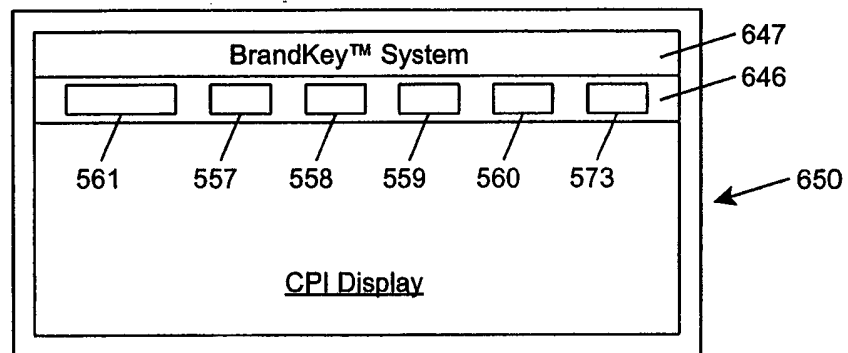


FIG. 42C

173/1046

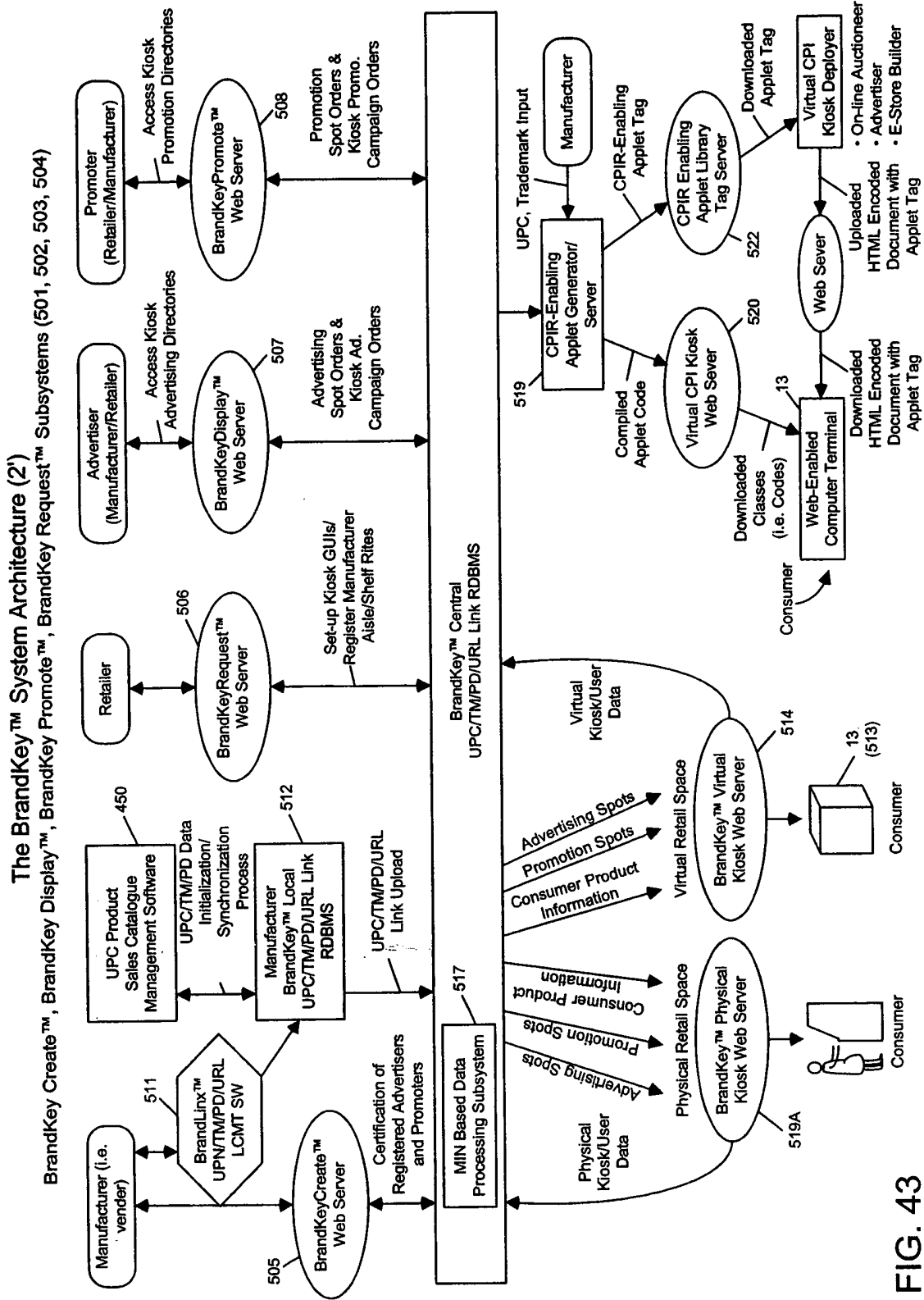


FIG. 43

17A/1040



Version 4.3

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FIG. 4.4A1

175/ 1046

2

Brandkey
systems

FIG. 44AZ

176/1046

3

The Dilemma in Today's E-Commerce
Brand Marketing Communications Environment

FIG. 44A3

Every day, consumers search for products and services that will satisfy their needs and desires.

177/1046

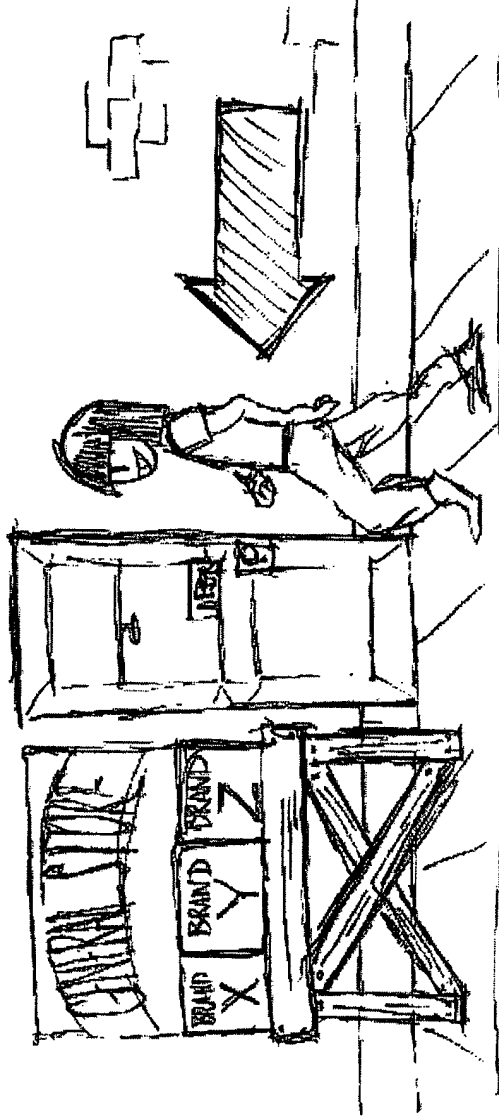


FIG. 44B1

During the search, they are confronted with decisions about which brand of a products or services they should purchase.

178/1046

5

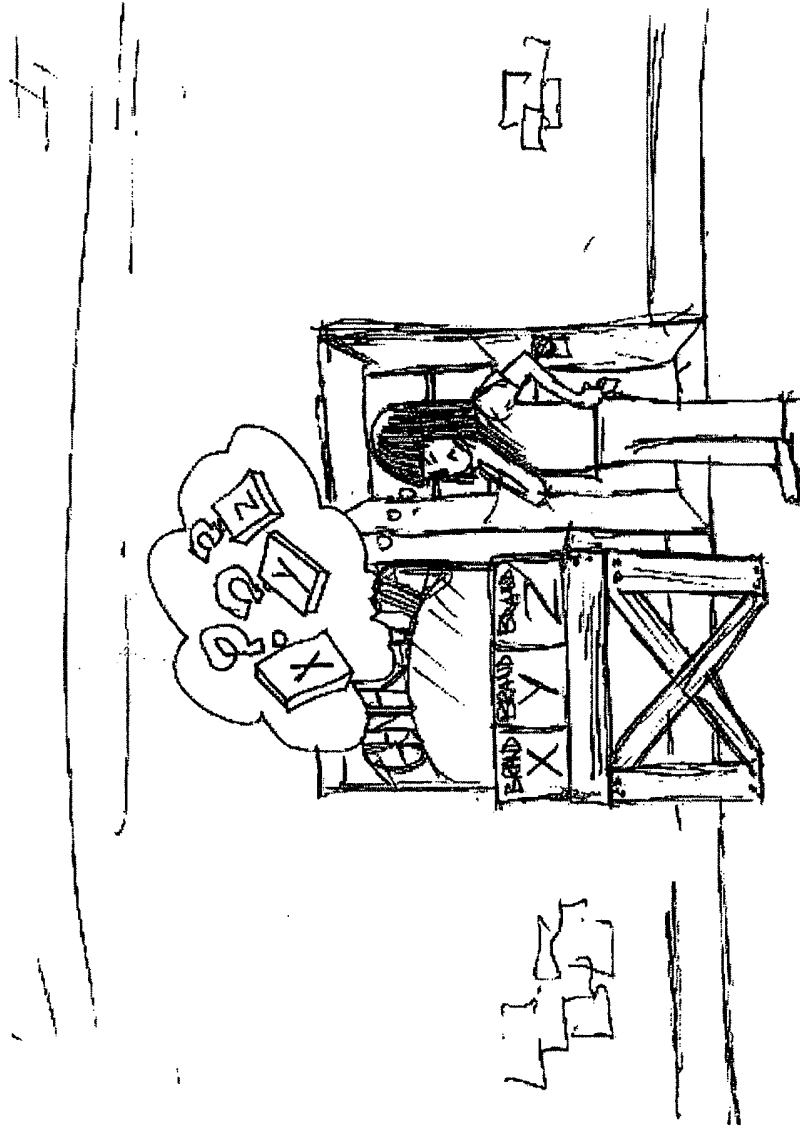
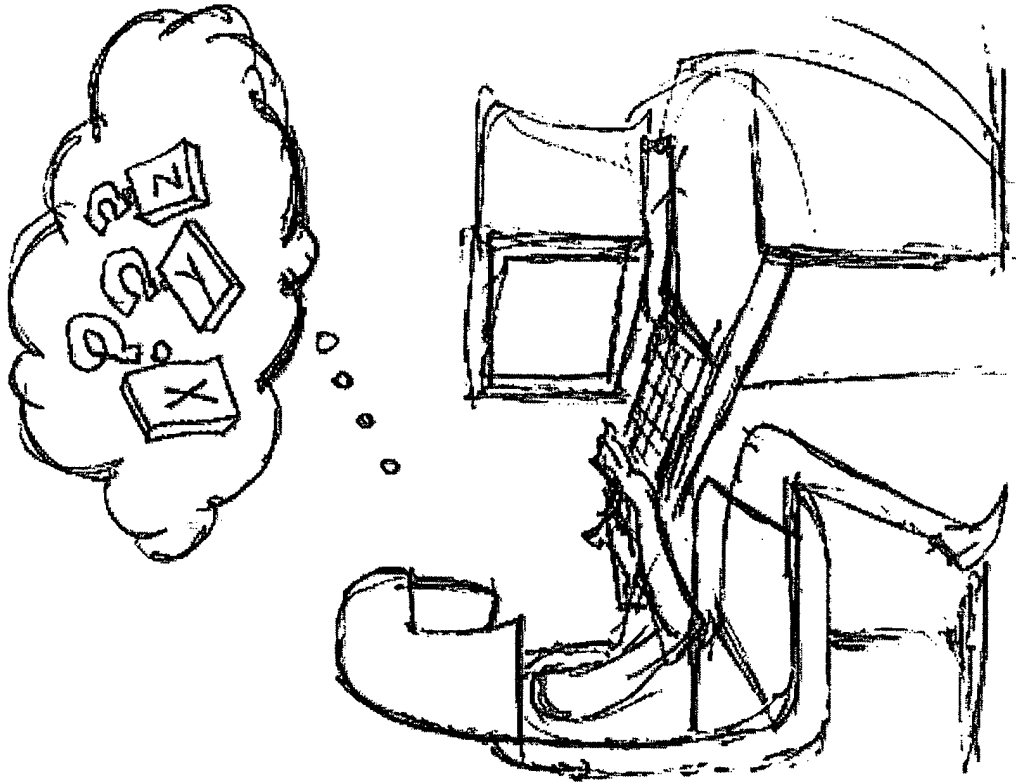


FIG. 44B2



Although shopping online eliminates the need for people to travel from store to store, the Internet hasn't made buying decisions any easier for the consumer.

If anything, it is harder for consumers who don't already know which brand they want to purchase.

One reason is that online, products are not physically available to consumers to experience

Thus creates an increased demand for brand-related information prior to purchase decisions.

179/1046

FIG. 44C1

eCommerce sites typically bombard consumers with every possible brand of a product or service they can purchase.

(insert screen shot of eCommerce site crowded with brands)

But when consumers search for information that will help them sift through all of this information and decide which brand to buy, **u** **ful** **brand building information i** **not available.**

180/1040



FIG. 44C2

181/1040

Brand building information
intended to inform and entice the
consumer is often scattered
throughout the World Wide Web.

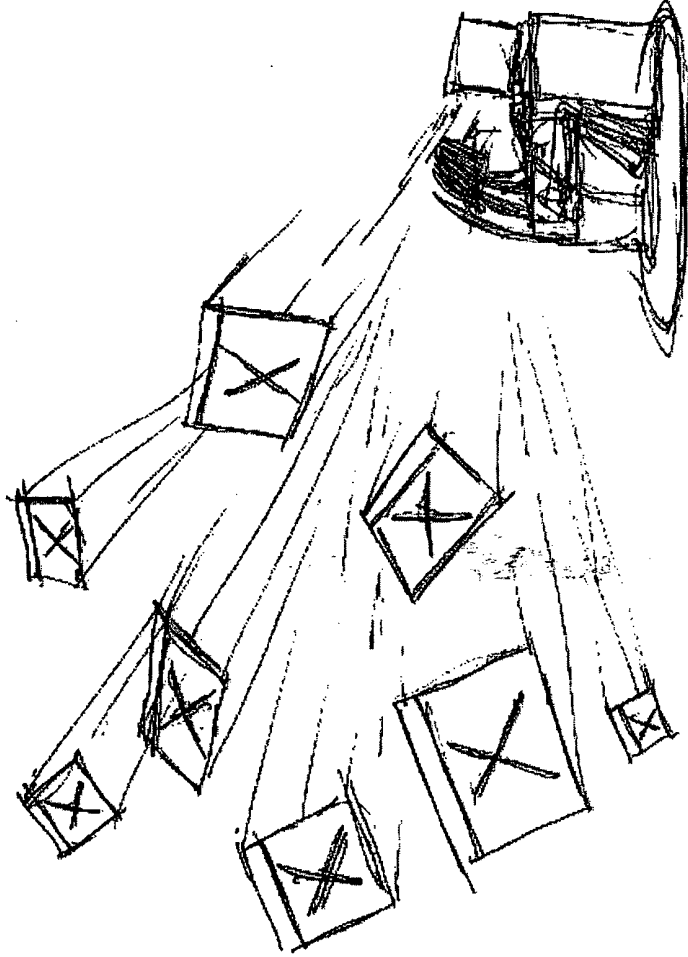
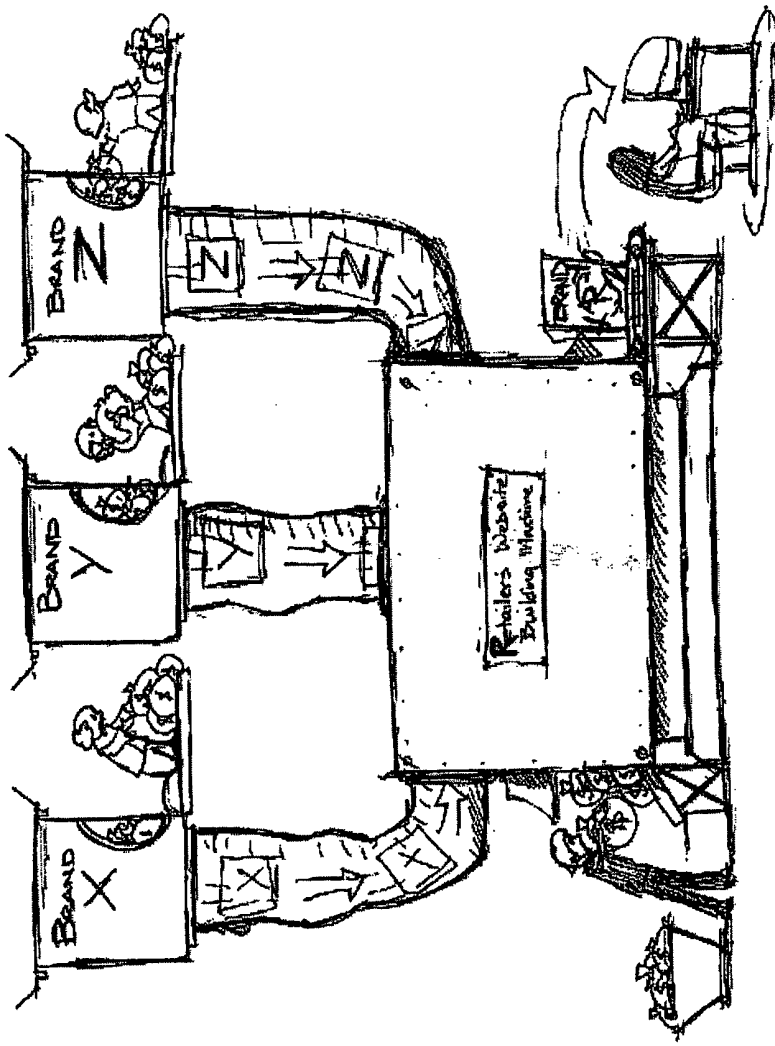


FIG. 44C3

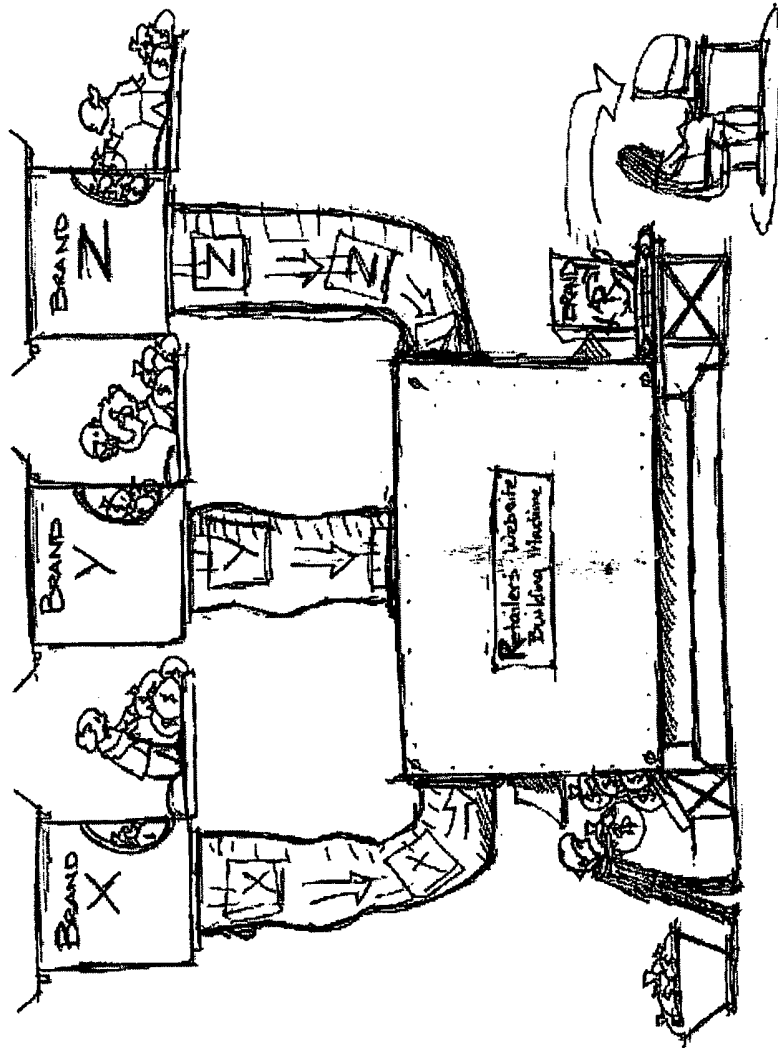


Consumers typically shop for Brands through eCommerce sites rather than directly from the Vendor. These sites usually decide the arrangement and placement of brand information a consumer will encounter on the site.

At best, the consumer gets only product features -- a one-dimensional view of the brand that does little to build an attachment in the mind of the consumer.

182/1046

FIG. 44 D1



With so many brands being funn led through one site in this limited way, not only do brands begin to blur tog ther in the consumer's mind, but th brands compete with the e-tailer's own brand image as well.

103/1046

FIG 44D2

184/1040

When the consumer is trying to make a buying decision, valuable brand building information is unavailable at strategic places such as the Checkout Process.

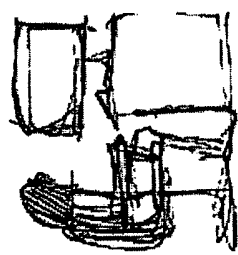
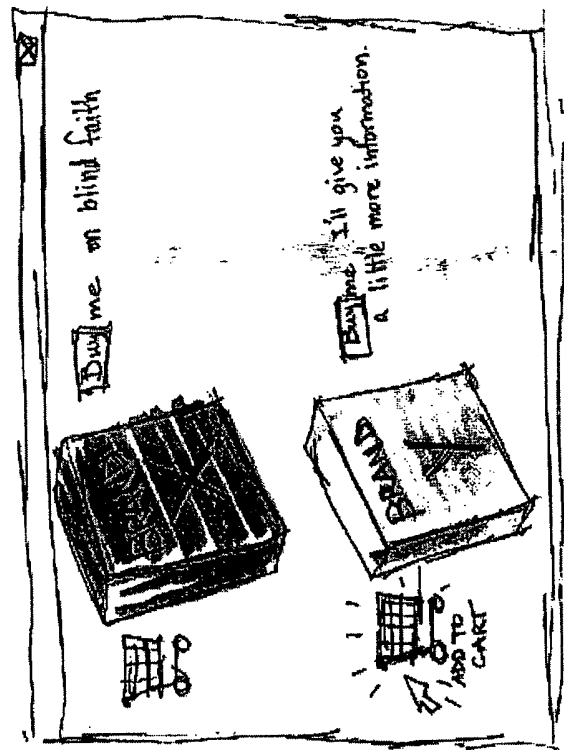


FIG. 44 D3

Too often, this lack of valuable brand building information leads to abandoned shopping carts while consumers wander the Internet search for the decision-making brand information.

105/1046

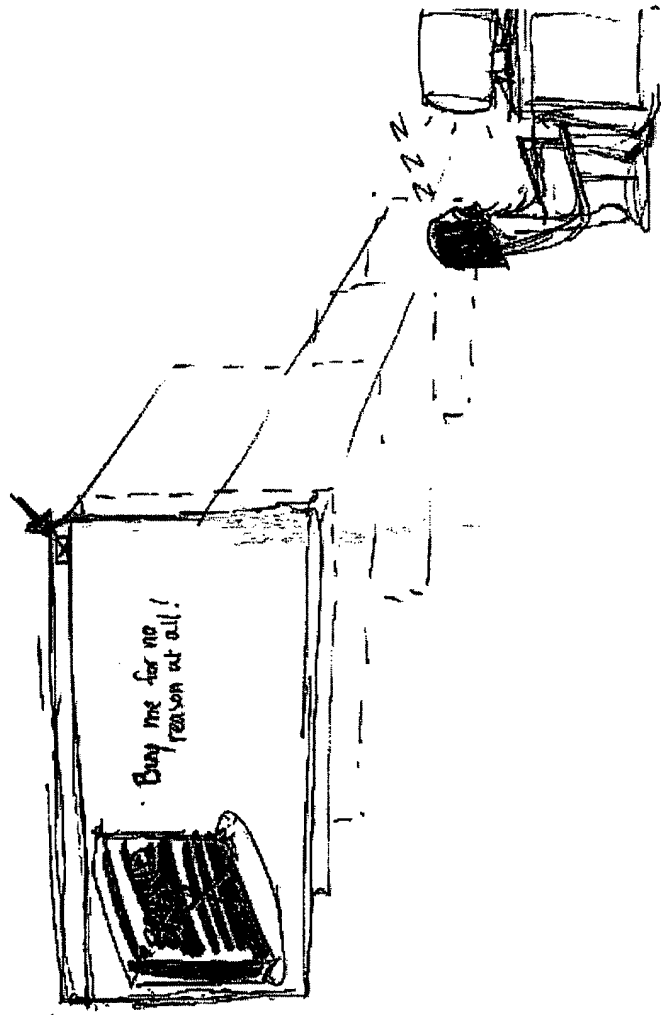


FIG. 44 D4

186/1046

Consumers may even find a brand's own Website difficult to navigate when they need to quickly locate promotional and other desired **information**.

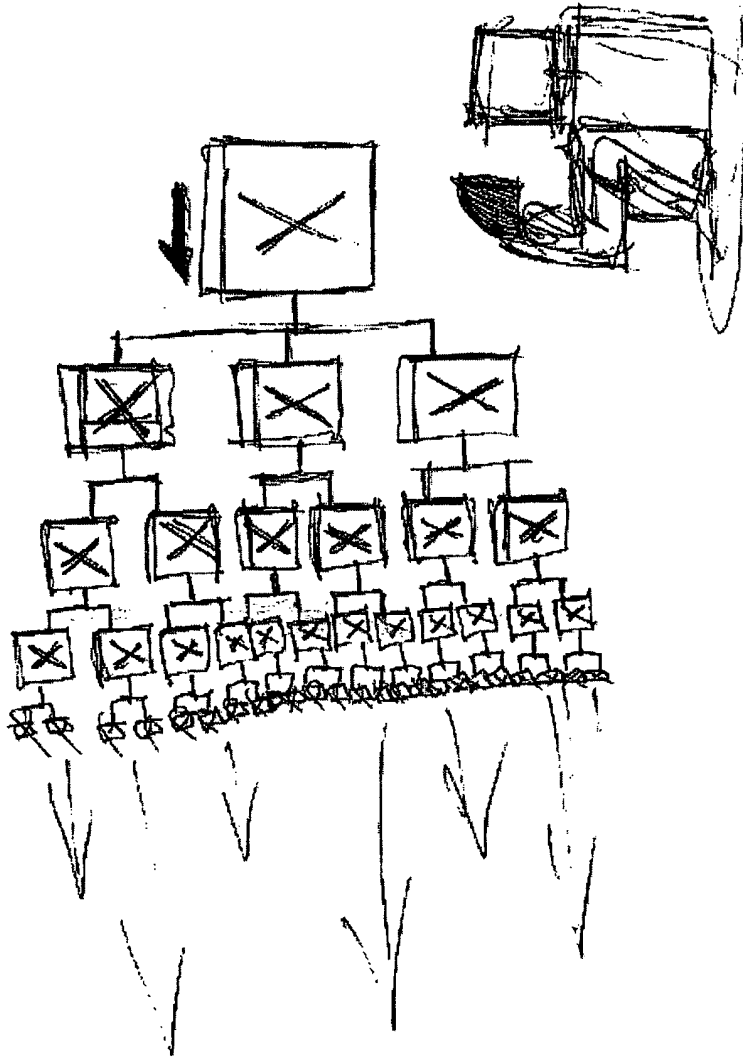


FIG. 44D5

The current methods which brand managers use to communicate **brand building information** on the Web are also not reaching the consumer.

107/1096



FIG. 44 E1

Brand managers currently use banner and pop-up ads and promos. These rarely succeed in building accurate brand images in the minds of consumers . . .

108/1046

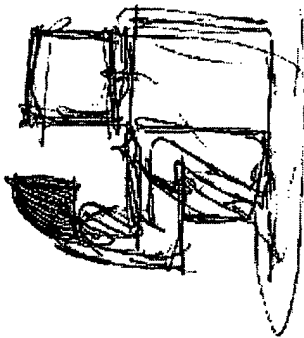
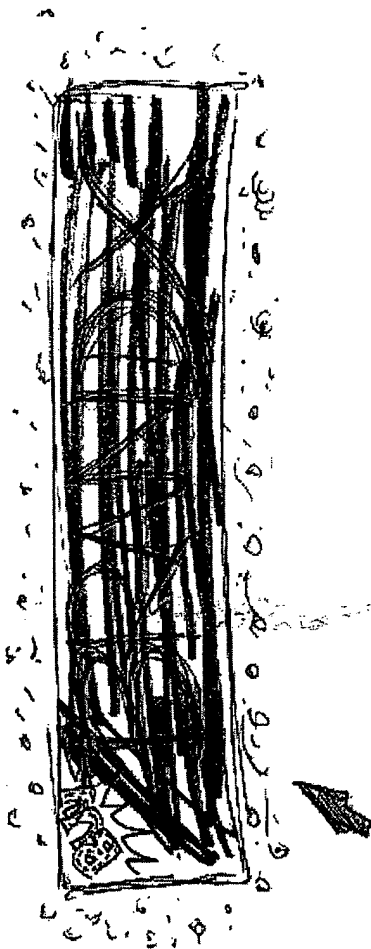
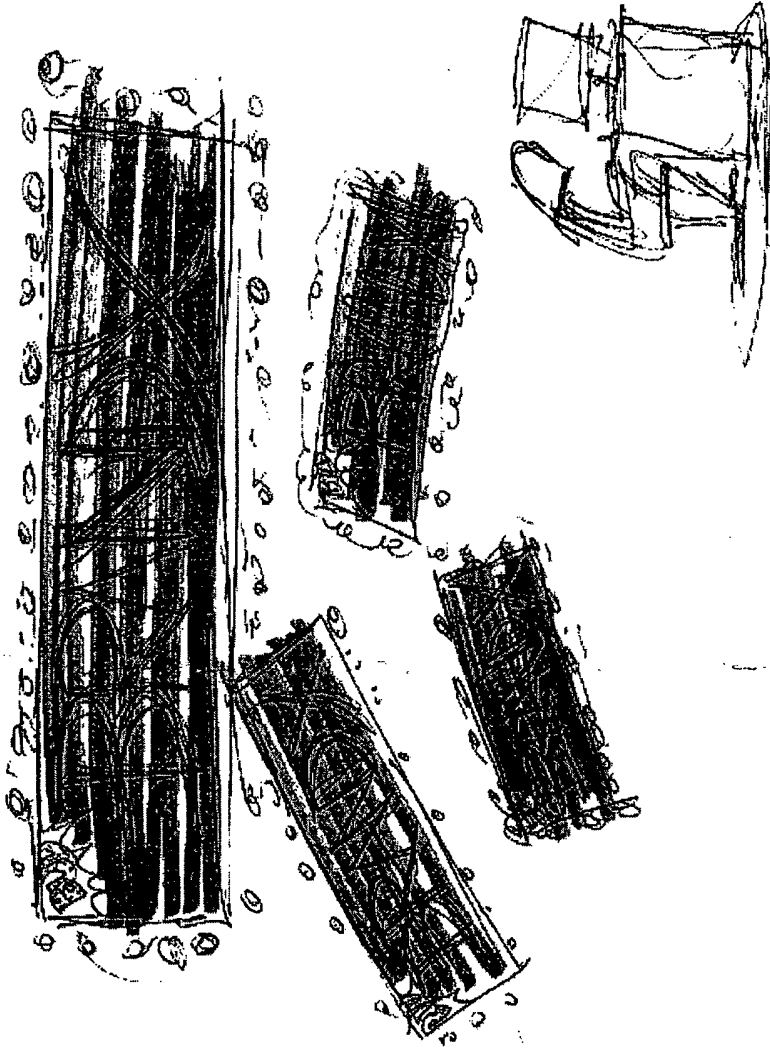


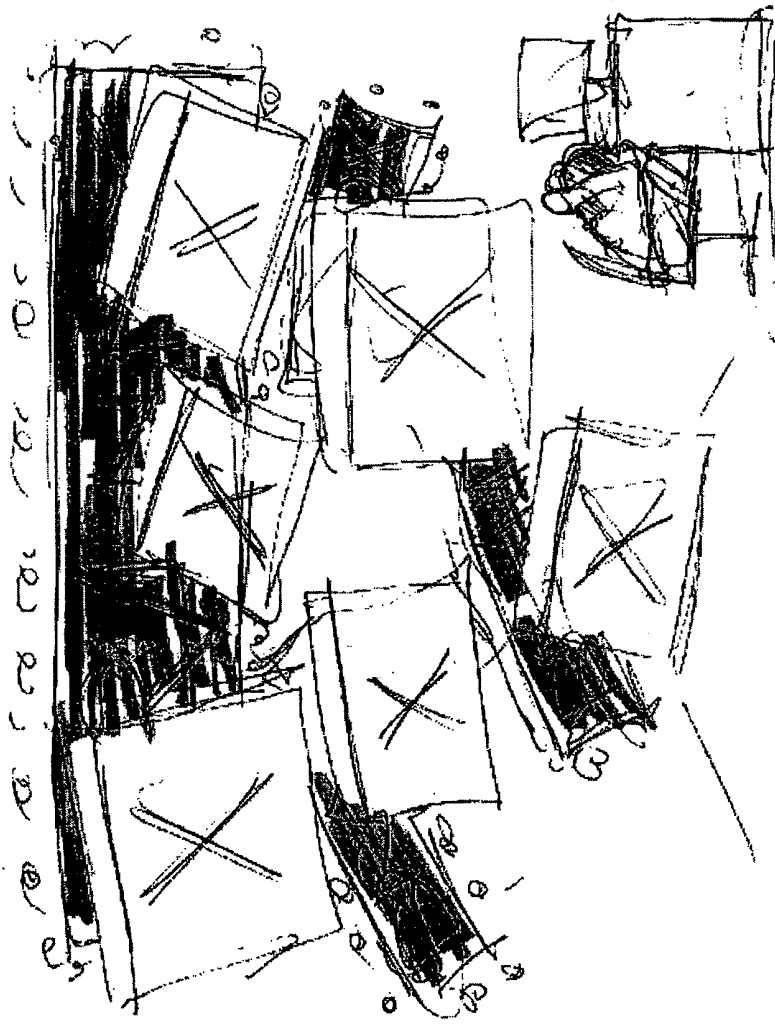
FIG 44E2



Brand managers currently favor banner and pop-up ads and promos. These ads rarely succeed in building accurate brand image in the minds of consumers, or foster purchase intent...

189/1046

FIG. 44 E3



...because they create a war-like atmosphere on the consumer's desktop with Brand Managers and Advertising and Promotional Agents all battling for the consumer's attention and valuable screen space.

190/1040

FIG. 44E4

191/1046

The battle has intensified recently after ads and promos began using technology that makes it harder for consumer to turn them off.

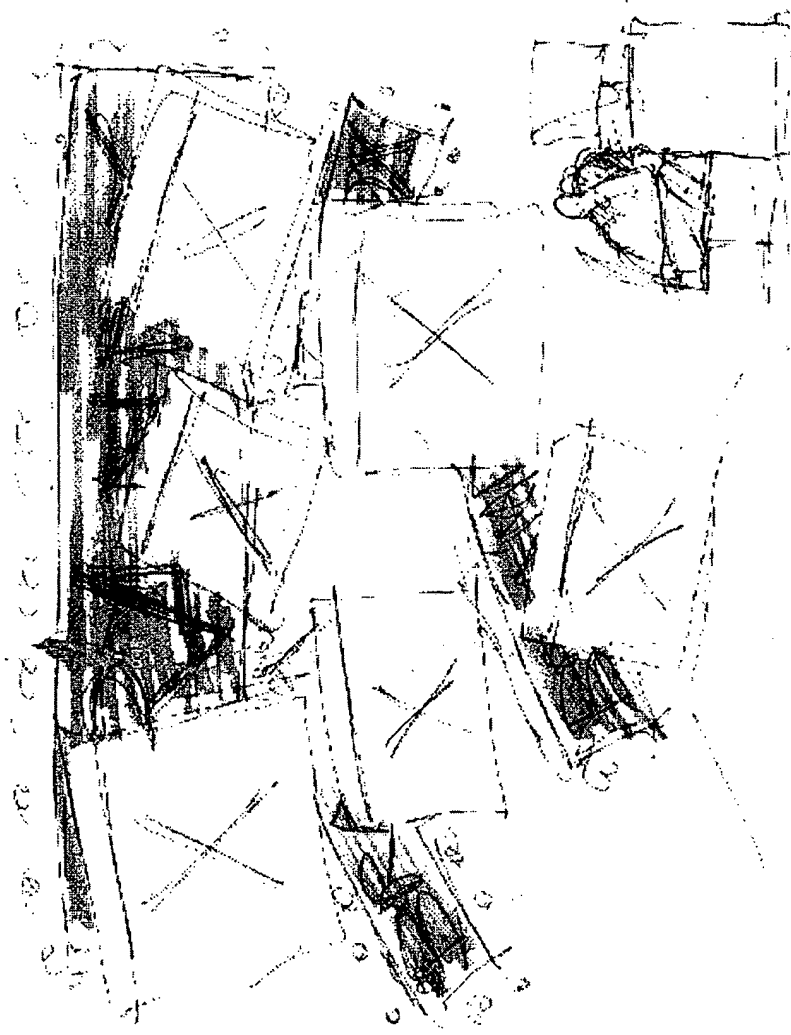


FIG. 44E5

These online ads and promos
have alienated consumers
from the brands they
represent, and from the entire
Internet experience.

(Stats/ study referenced here)

192/1046

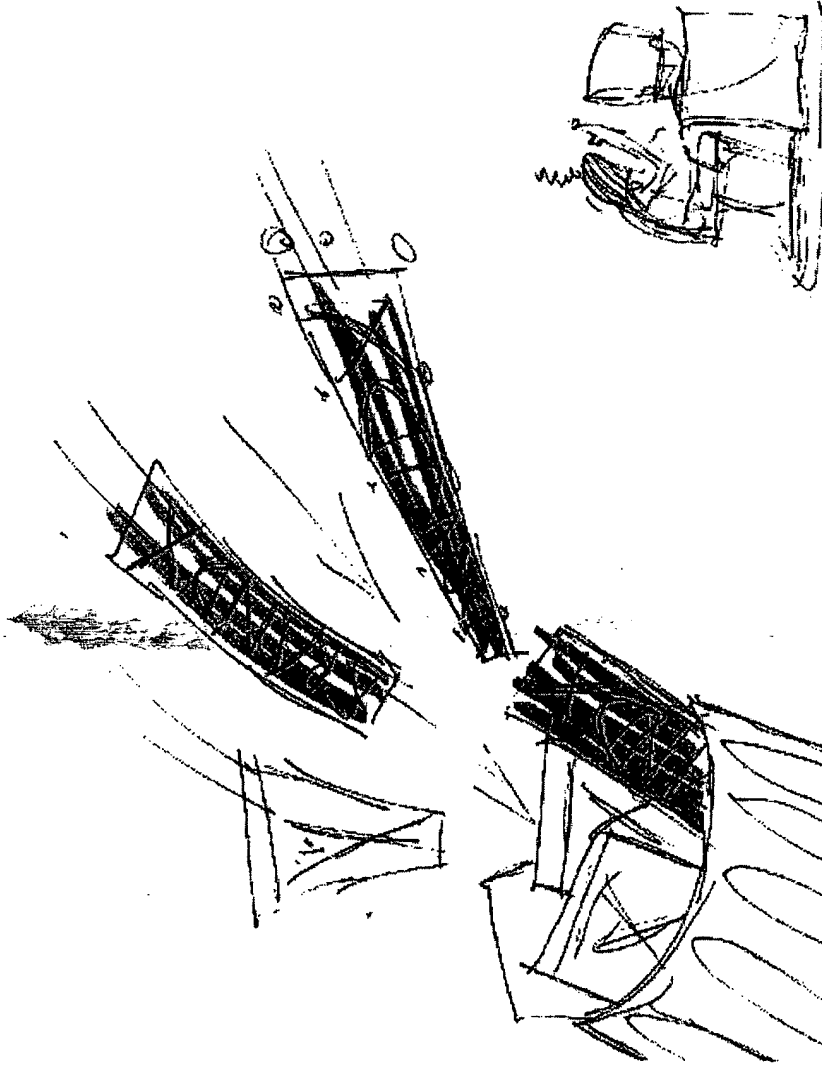


FIG. 44E6

193/1046

Ultimately, consumers fail to form the brand image intended by the brand management team.

Sometimes, consumers may even form radically different impressions of the brand in their minds.

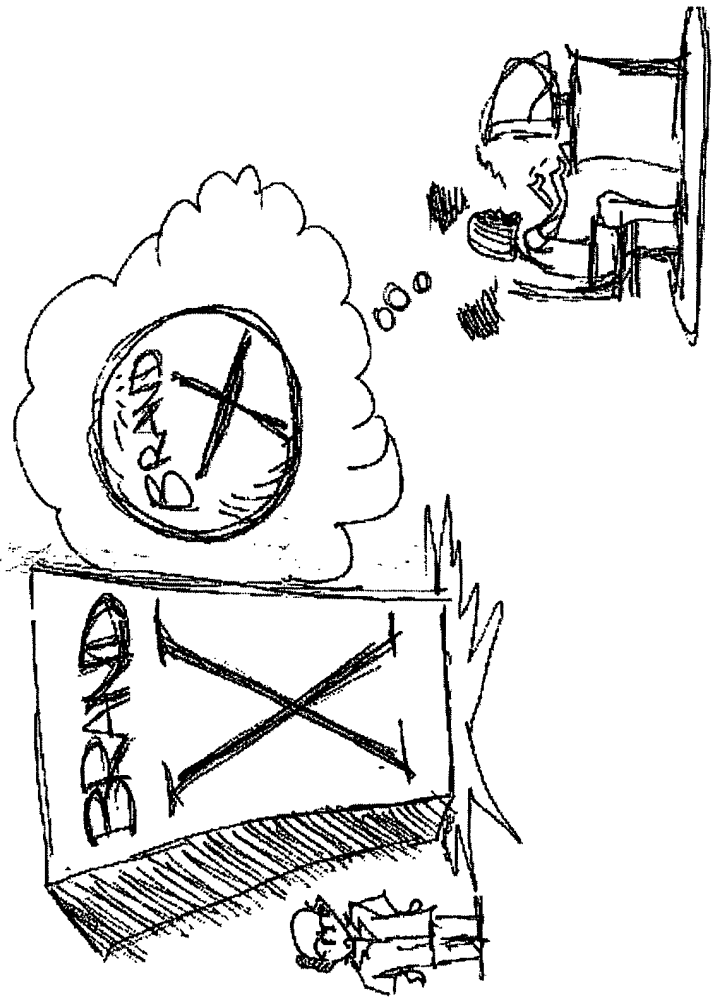


FIG. 44E7

And when a brand's image deteriorates in the mind of the consumer, it can lead to reduced levels of customer patronage and retention and have consequences throughout the supply chain.

194/1046

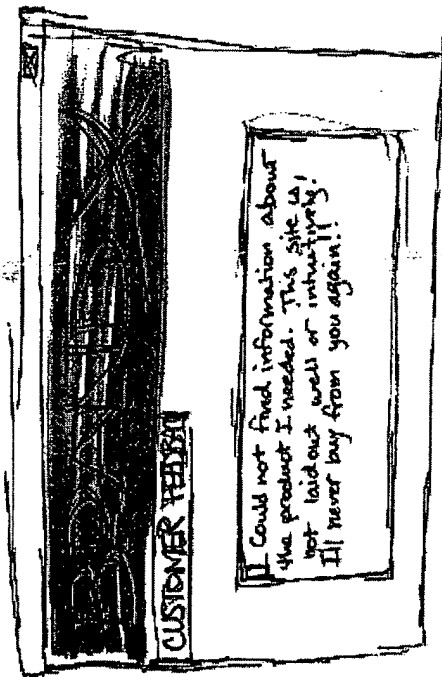


FIG. 44F1

Premium prices
cannot be charged
for brands that do
not create strong
consumer value.

195/1046

22

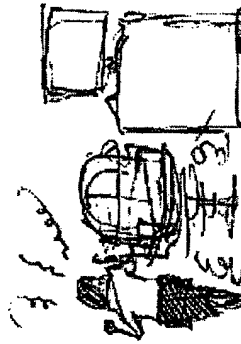
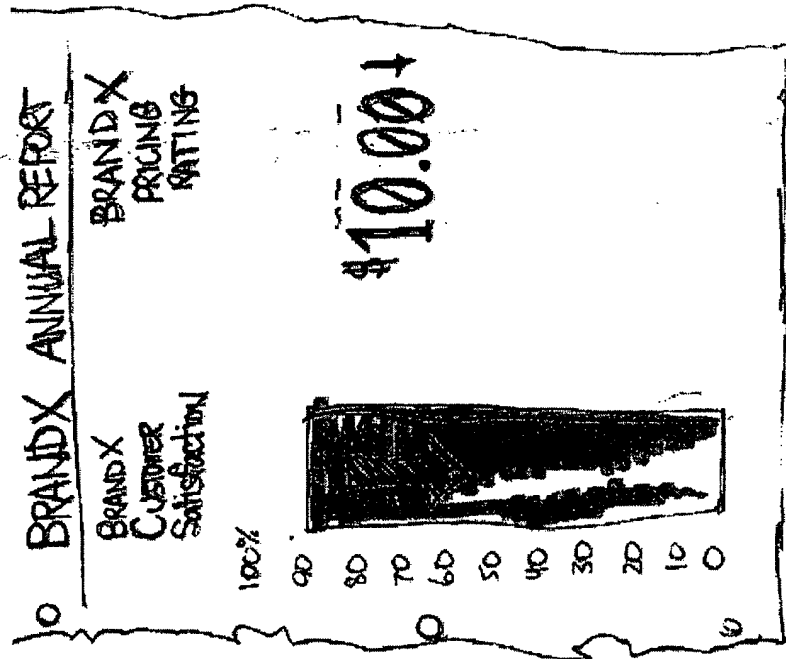


FIG. 44F2

Distribution and trading partners are less likely to promote brands which have weakened in the marketplace.

196/1046

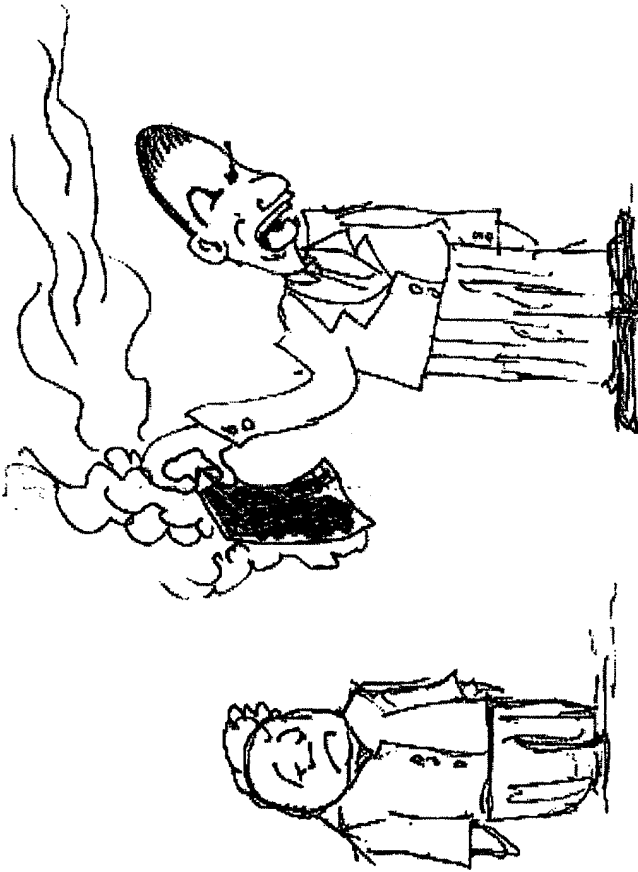
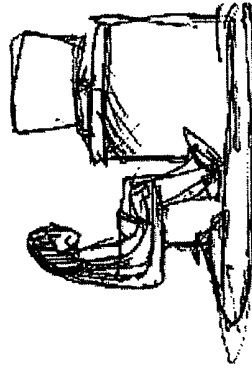
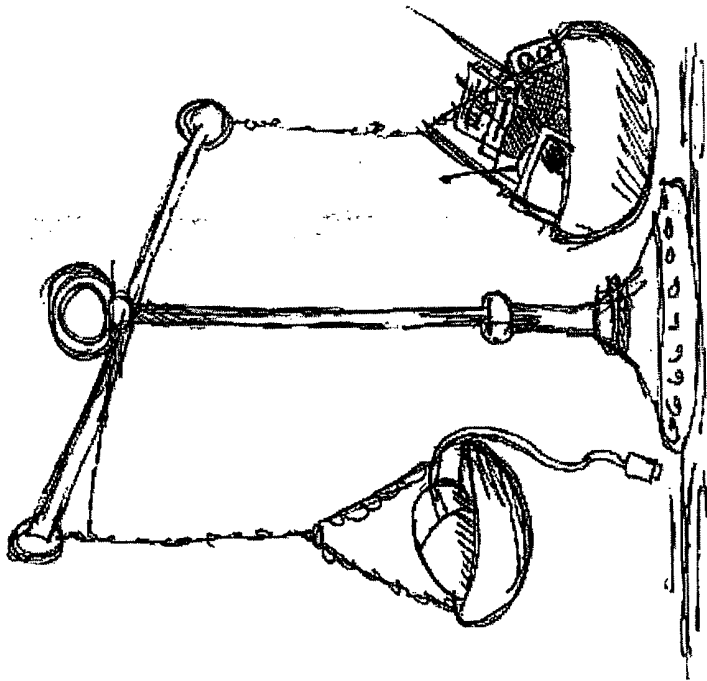


FIG. 44F3



The burden of brand marketing communications remains with traditional media tools such as television, radio, and print...

... and brand managers do not leverage the tremendous potential of the Internet to interact with consumers and build their brands and thus their businesses.

197/1046

FIG. 44 F4

198/1040

Despite so many frustrating and annoying online shopping experiences, consumers still want to shop online. (stat/study reference)

But they want changes in the e-commerce marketplace.

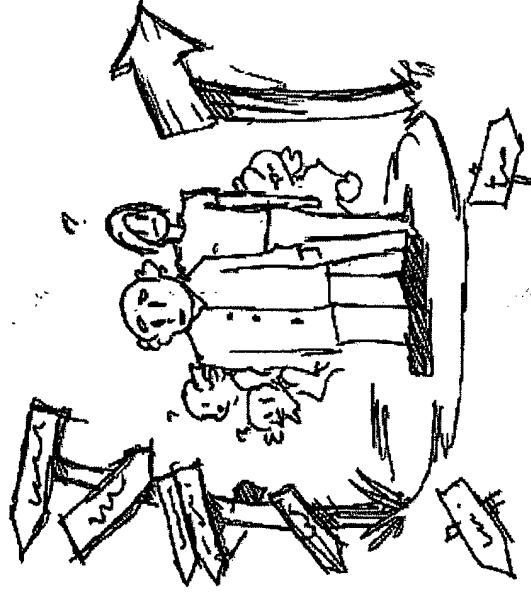


FIG. 44 G1

If brand managers hope to attract new customers and build stronger brands online, they need to communicate differently with consumers online, and lead the industry in a new direction.

199/1046

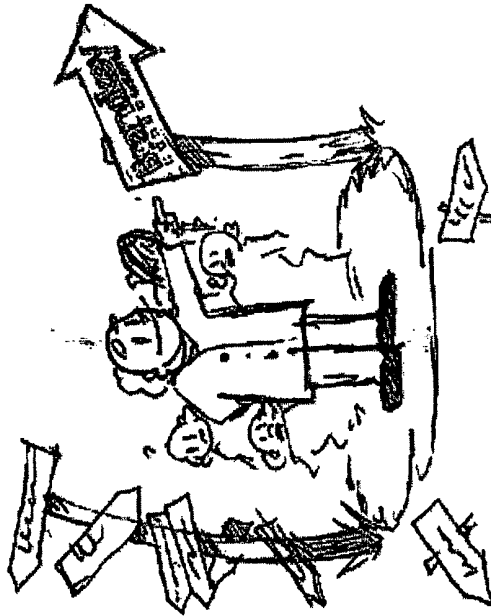


FIG. 44G2

200/1046

Brand managers need a new,
far more efficient and effective
way of delivering their brand
building information to the
consumer.

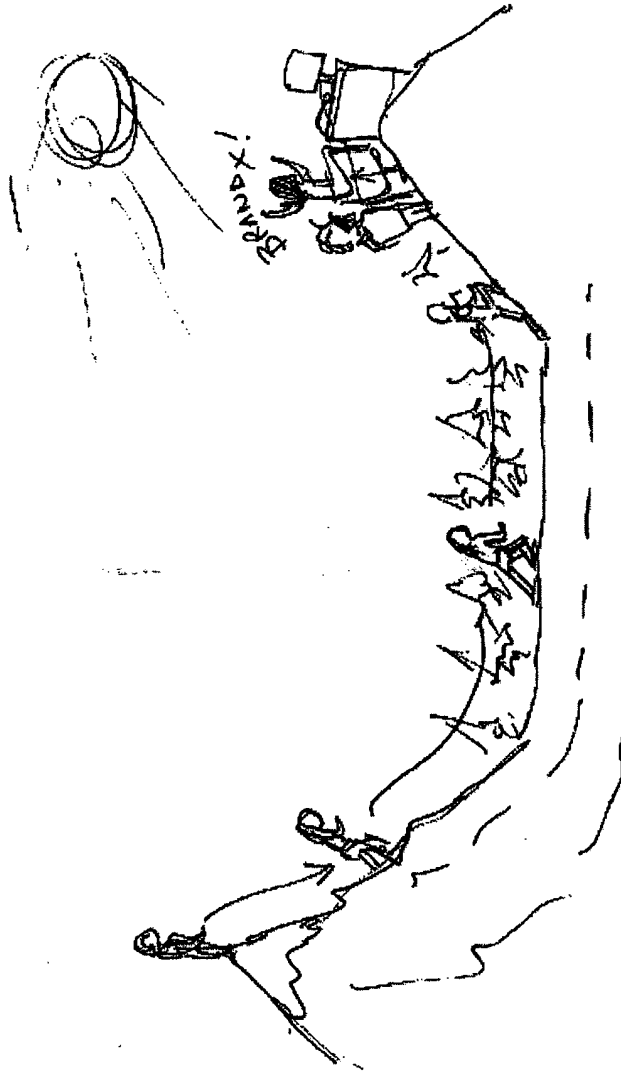


FIG. 4493

201/1046

28

The Brandkey™ Solution

FIG. 44H1

Brandkey
systems

Brandkey Systems™ has developed a revolutionary Internet-based Network which solves the online communication problems experienced by brand marketing leaders.

202/1046

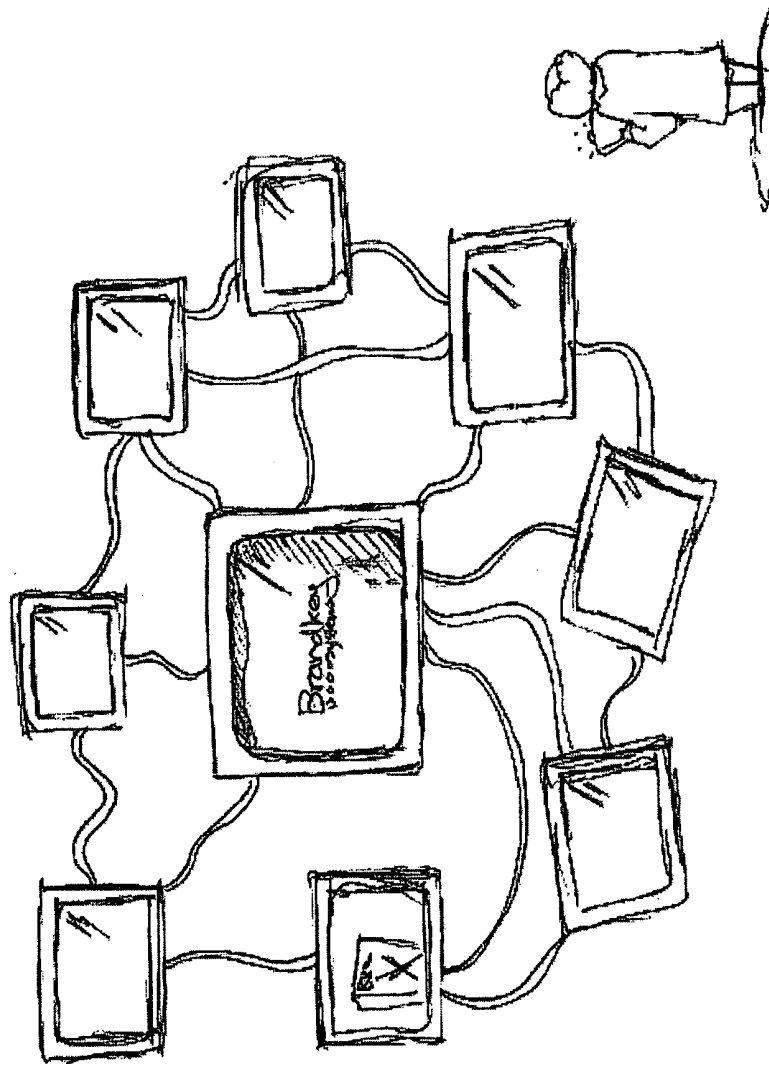
FIG. 44HZ



Brandkey Systems™ has developed a revolutionary Internet-based network which solves the online communication problem experienced by brand marketing leaders.

2003/1046

FIG. 44 H3



204/1046

Brand Management Teams
communicate brand information and
messages directly to the consumer
through Brandkey's Multi-Mode "Virtual
Kiosks" ...

... that consumers can access whenever
- and wherever - they happen to be on
the Web.

FIG. 44I1

205/1040

Brandkey Systems™
Multi-Mode Virtual Kiosks
allow brand managers to
quickly communicate a
multi-dimensional
picture of a brand to the
consumer through three
programmable display
modes:

- (1) Advertising Display Mode
- (2) Promotional Display Mode
- (3) Brand information Network Display Mode

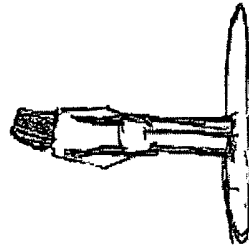
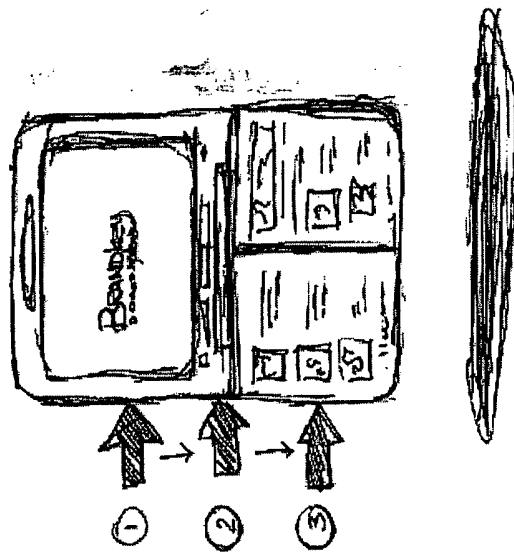


FIG. 44IZ

206/1046

During the Advertisement Display Mode, the Virtual Kiosk displays advertising spots programmed by the brand management team or their agents to build brand awareness.

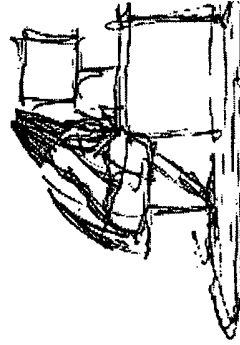


FIG. 44 I 3



In the Promotional Display Mode, the Virtual Kiosk displays promo spots programmed by Brand Management Team and their agents to foster consumer purchase intent.

207/1046

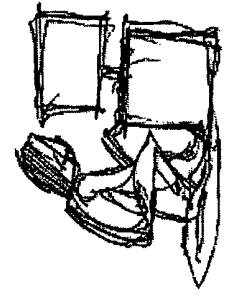
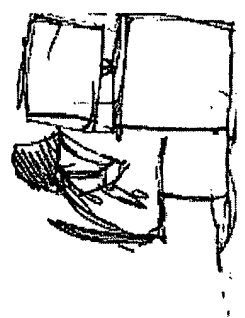
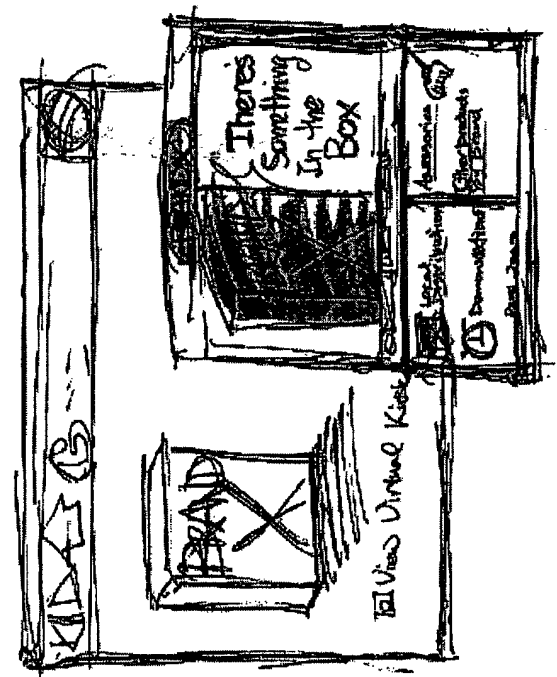


FIG. 44I4



In the final Brand Information Network Display Mode, the Virtual Kiosk displays a menu of brand-building information resource links which is designed to develop rich message associations that build the consumer's image of the brand that is consistent with brand marketing objectives

2008/1046

FIG 4415

Consumers can access Brandkey
Systems Multi-Mode Virtual
Kiosks through:

- 1) **Desktop Computers**
- 2) **WiFi-enabled Portable
Devices**
- 3) **Physical Retail Kiosks**
- 4) **ATMs**
- 5) **Interactive Television Sets**
- 6) **PDA's and Cell Phones**

209/1046



FIG. 44J1

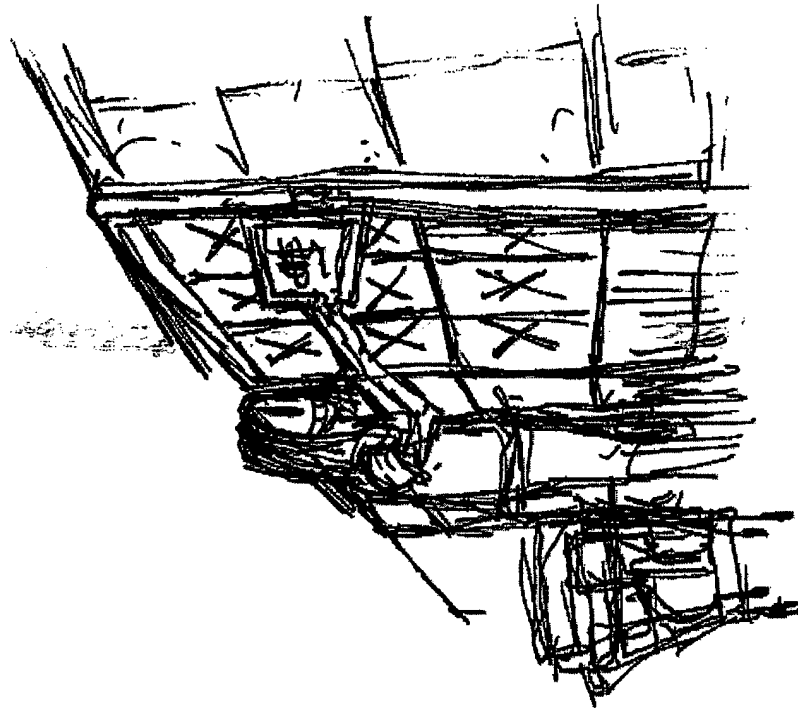
210/1046

Consumers can access Brandkey
Systems Multi-Mode Virtual
Kiosks through:

- 1) Desktop Computers
- 2) **WiFi-enabled Portable
Devices**
- 3) Physical Retail Kiosks
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones



FIG. 44J2

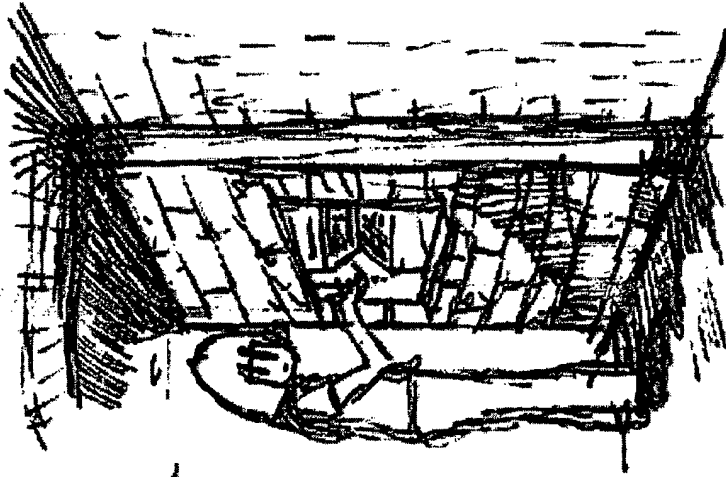


Consumers can access Brandkey
Systems Multi-Mode Virtual
Kiosks through:

- 1) Desktop Computers
- 2) WiFi-enabled Portable
Devices
- 3) A retail store's physical
kiosks
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones

211/1046

FIG. 44J3



Consumers can access Brandkey
Systems Multi-Mode Virtual
Kiosks through:

- 1) Desktop Computers
- 2) WiFi-enabled Portable
Devices
- 3) Physical Retail Kiosks
- 4) **ATMs**
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones

212/1046

FIG. 44J4

213/1040

Consumers can access Brandkey Systems
Multi-Mode Virtual Kiosks through :

- 1) Desktop Computers
- 2) WiFi-enabled Portable Devices
- 3) Physical Retail Kiosks
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones

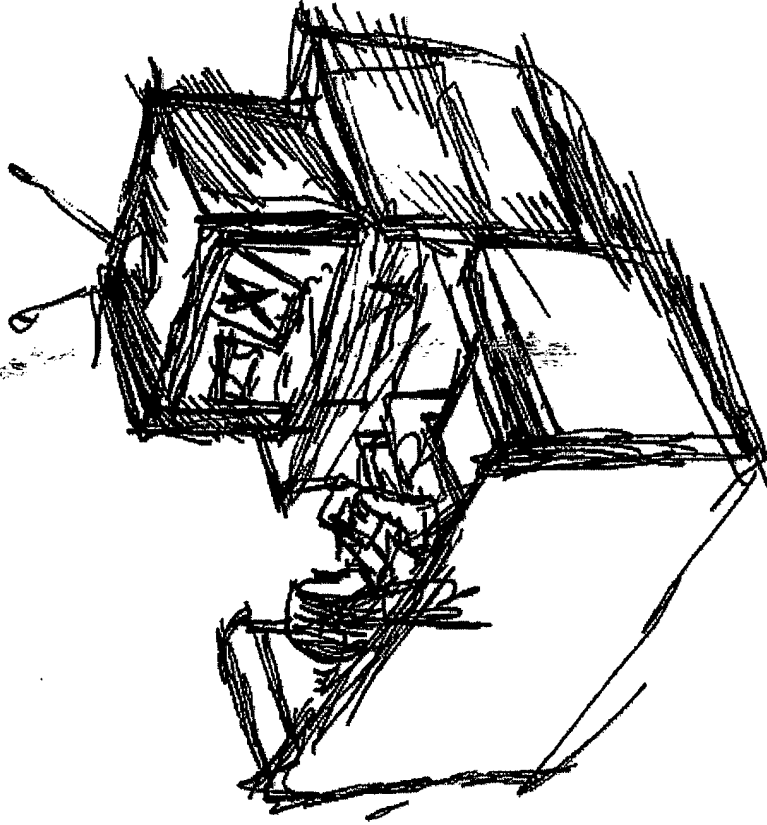


FIG. 44J5

214/1046

Consumers can access Brandkey Systems
Multi-Mode Virtual Kiosks through:

- 1) Desktop Computers
- 2) WiFi-enabled Portable Devices
- 3) Physical Retail Kiosks
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones



FIG. 44J6

215/1046

At each of these Consumer Touchpoints, Brand Management Teams have the option of delivering their Brands' Multi-Mode Virtual Kiosks through a number of different Launch Environments....

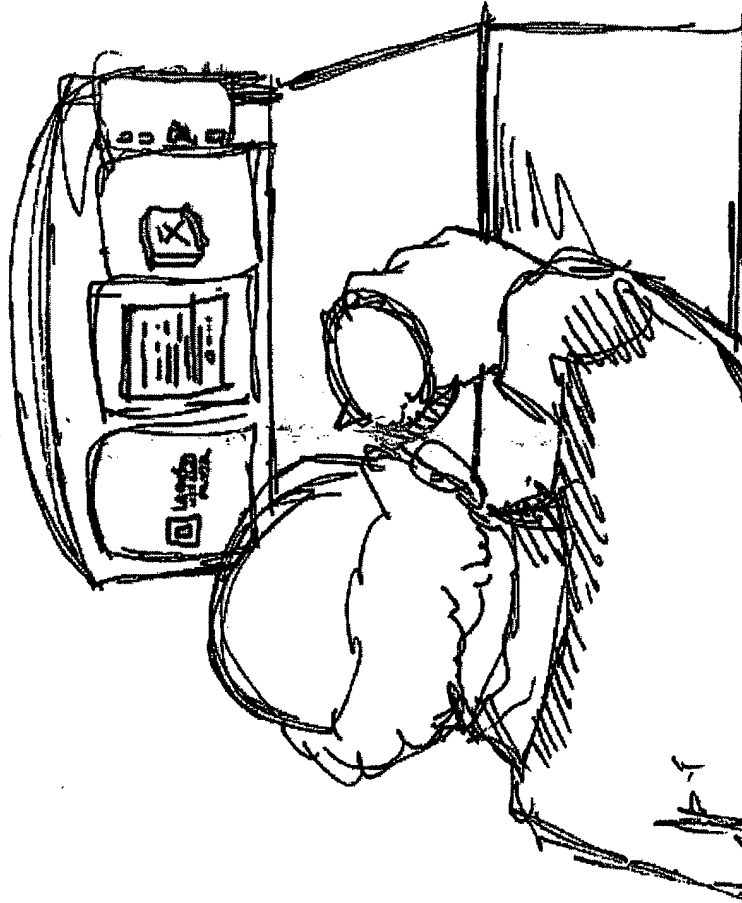


FIG. 44K

214/1046

Such Launch Environments include:

- 1) **Brandkey Systems™ Virtual Kiosk Launch Buttons**
- 2) **HTML-Encoded Documents**
- 3) **HTML-Encoded Images**
- 4) **HTML-Encoded Desktop Icons**

These allow Brand Management Teams to extend their brand's reach to a wider range of access points on the Web.

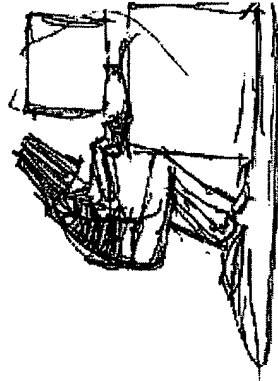
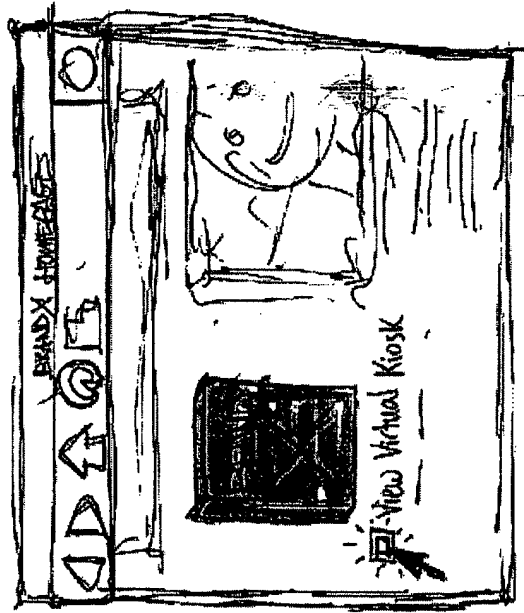
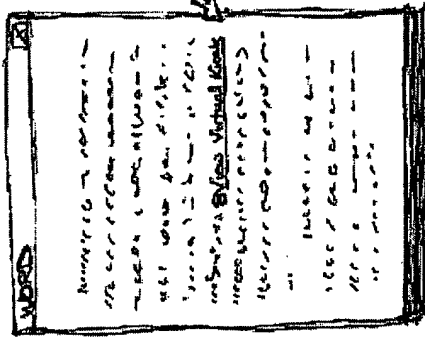


FIG. 44K2



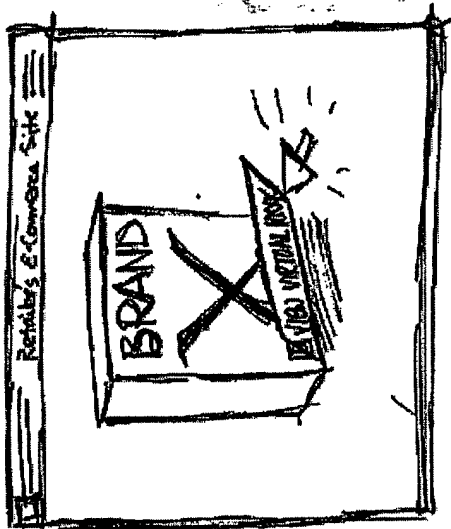
217/1046

Such Launch Environments include:

- 1) Brandkey Systems™ Virtual Kiosk Launch Buttons
- 2) HTML-Encoded Documents
- 3) HTML-Encoded Images
- 4) HTML-Encoded Desktop Icons

These allow Brand Management Teams to reach a broad range of Consumer markets over the Internet.

FIG. 44K3



Such Launch Environments include:

- 1) Brandkey Systems™ Virtual Kiosk Launch Buttons
- 2) HTML-Encoded Documents
- 3) **HTML-Encoded Images**
- 4) HTML-Encoded Desktop Icons

These allow Brand Management Teams to reach a broad range of Consumer markets over the Internet.

218/1046

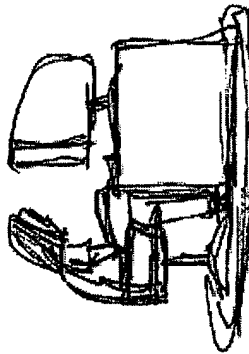
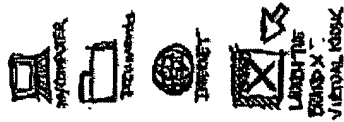


FIG. 44K4



219/1046

Such Launch Environments include:

- 1) Brandkey Systems™ Virtual Kiosk Launch Buttons
- 2) HTML-Encoded Documents
- 3) HTML-Encoded Images
- 4) HTML-Encoded Desktop Icons

These allow Brand Management Teams to reach a broad range of Consumer markets over the Internet.

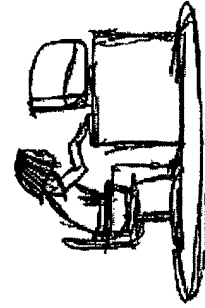


FIG. 44K5

**The Brandkey
Systems Network**
enables brand
management teams of
any size and
arrangement to rise
above the clutter in the
Internet marketplace....

220/1046

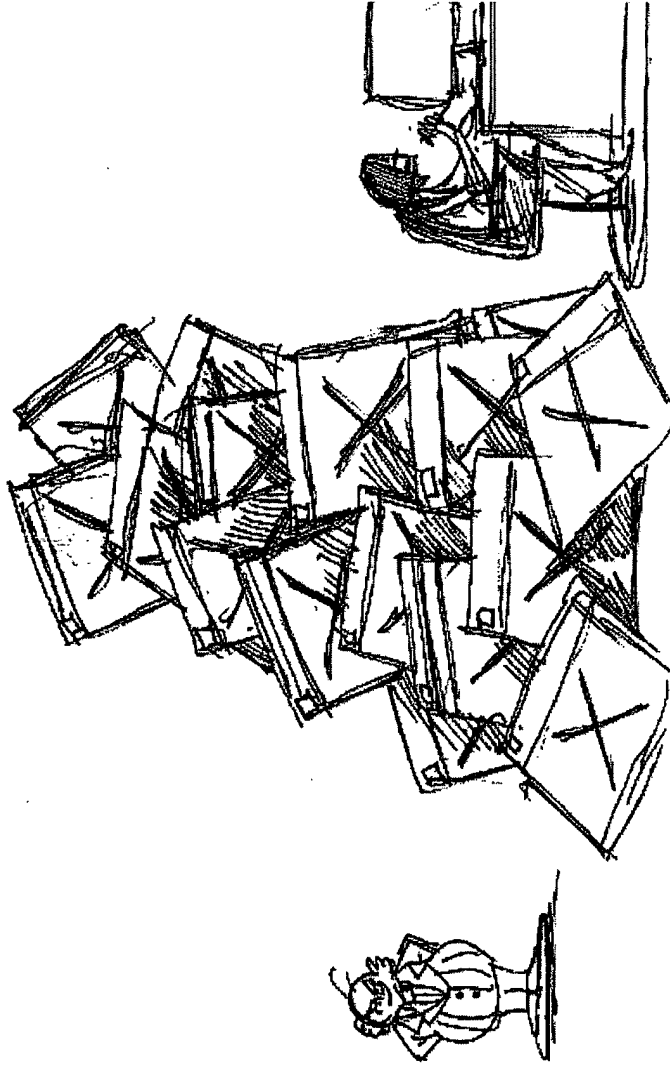


FIG. 44L1

The Brandkey Systems
Network enables brand
management teams of
any size and
arrangement to rise
above the clutter in
the Internet
marketplace....

221/1046



FIG. 4422

...and communicate the
essence and character of their
brands directly to the consumer.

222/1046

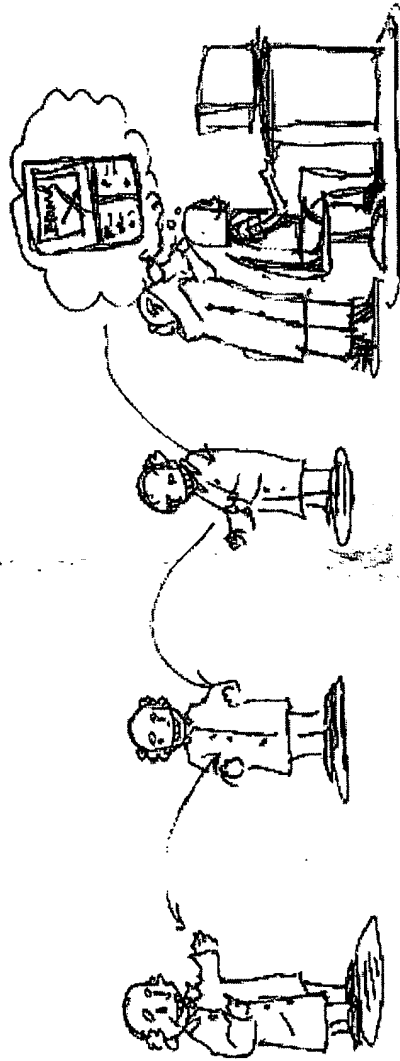


FIG. 4443

223/1046

In seconds, consumers can obtain a multi-dimensional experience of a branded product or service... without the influence of other brands.

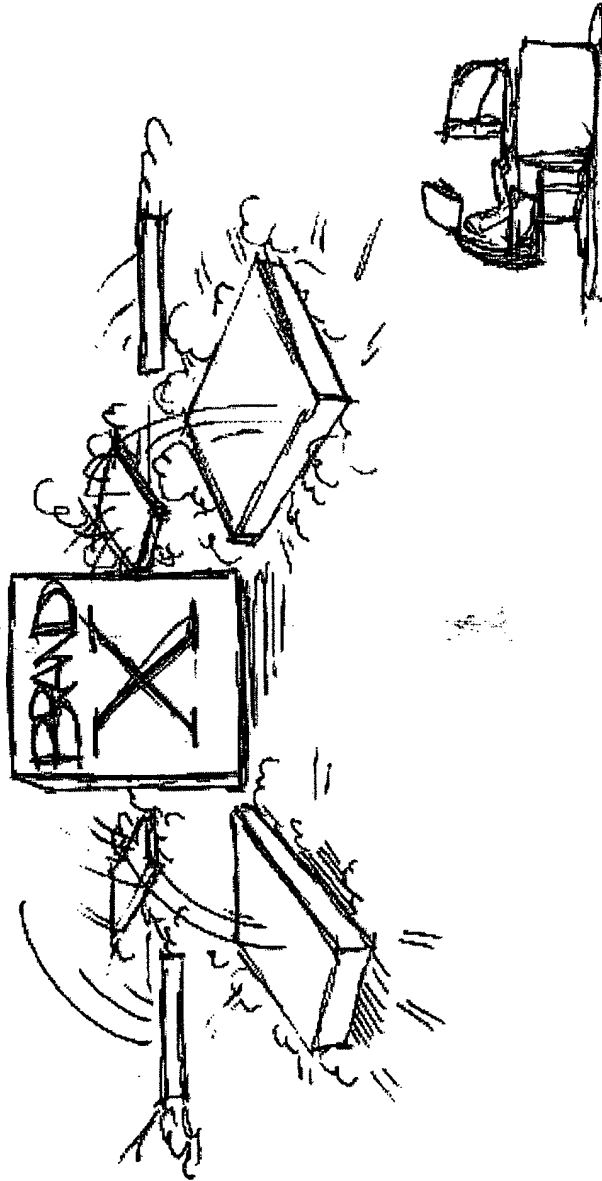


FIG. 4449H

With Brandkey Systems Multi-Mode Virtual Kiosks so simple and easy to access, consumers can be more effectively educated about brands than ever before online and gain a full experience of a brand...

... so that they develop strong preferences for them.

22a/1046

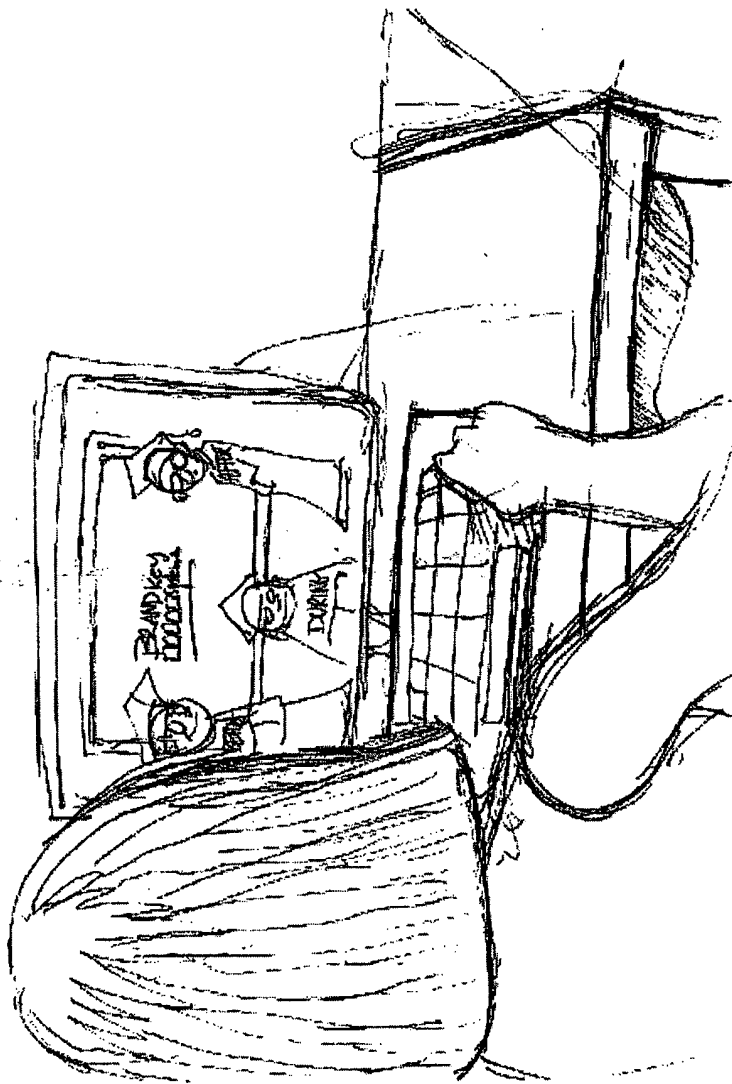


FIG. 4445

Consumer brand images are now aligned with the team's intended brand marketing objectives.

225/1046

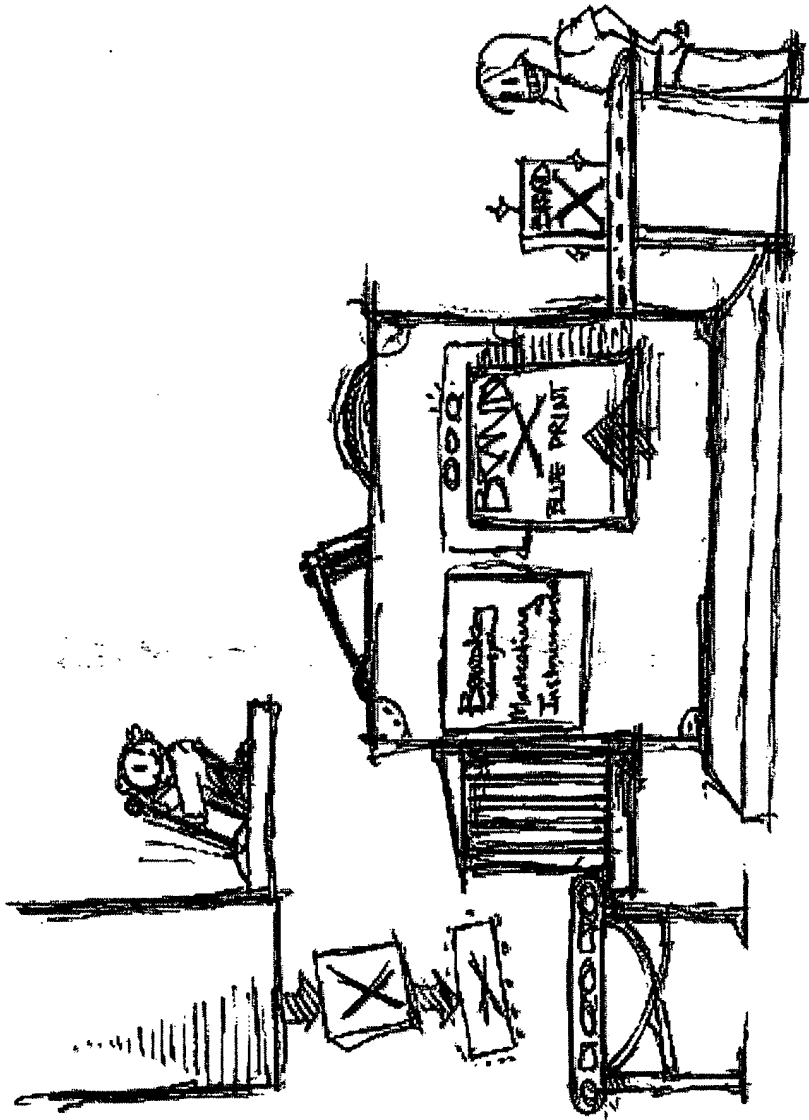


FIG. 4446

226/1046

And consumers no longer
need to wander off to other
websites in search of brand-
related information.

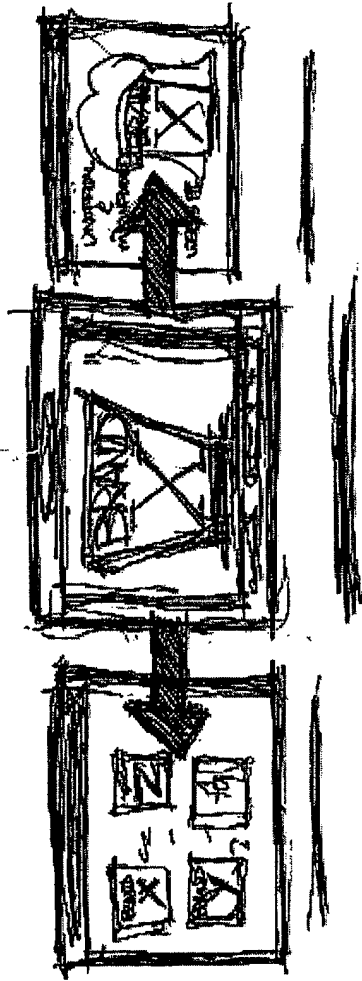
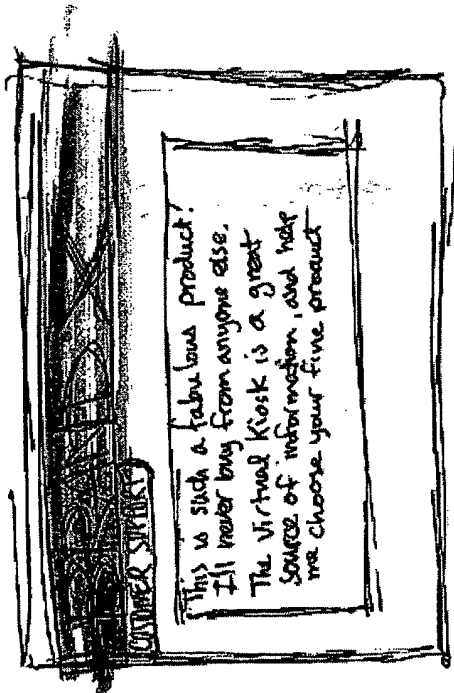


FIG. 4447



This can only lead to increased levels of customer loyalty and retention for the brand.

227/1046

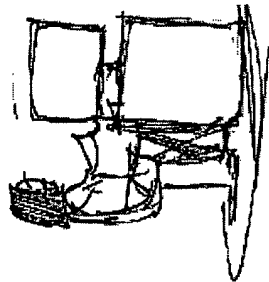


FIG. 44L8

Online brand marketers can now create and deliver high-impact brand marketing campaigns.

278/1046

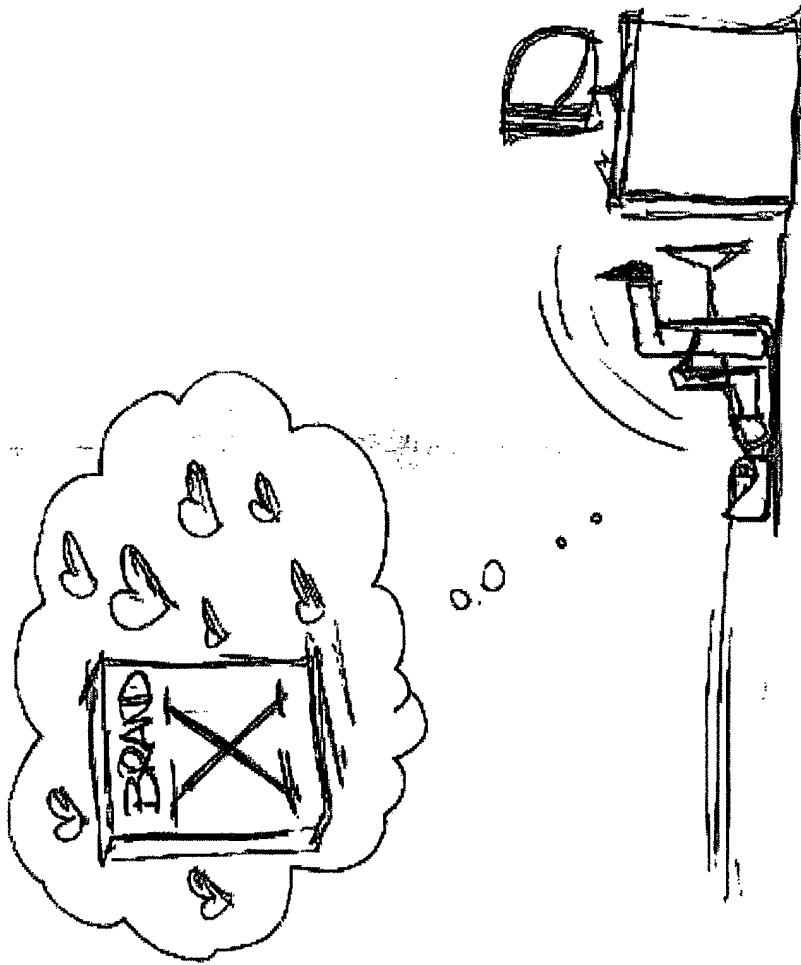


FIG. 4449

229/1046

Retailers can build e-commerce sites which communicate its vendors' intended brand images while preserving their own.

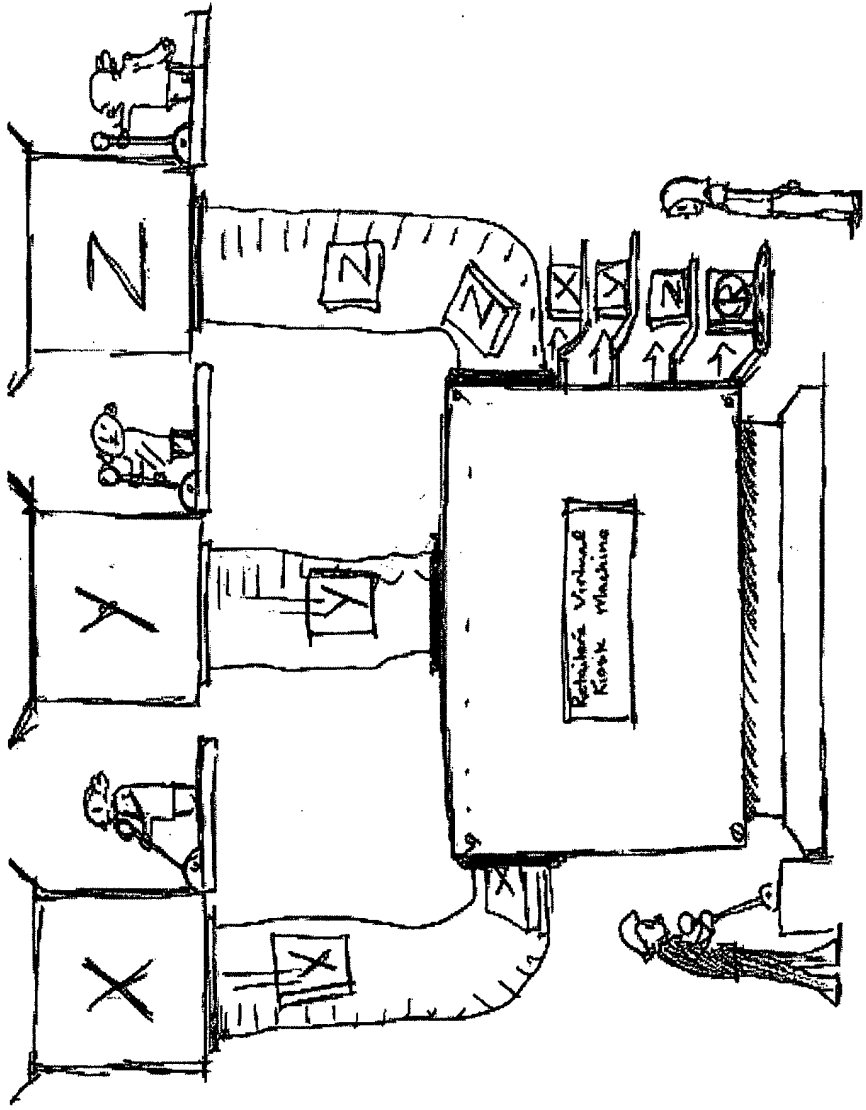


FIG. 44 L10

230/1046

Retailers can more efficiently
use the virtual shelf-space on
their Websites.



FIG. 44611

By more efficiently using Brand Building Information Resources, marketing costs decrease, as Brand Value and Equity increase, thereby improving Profits.

231/1046

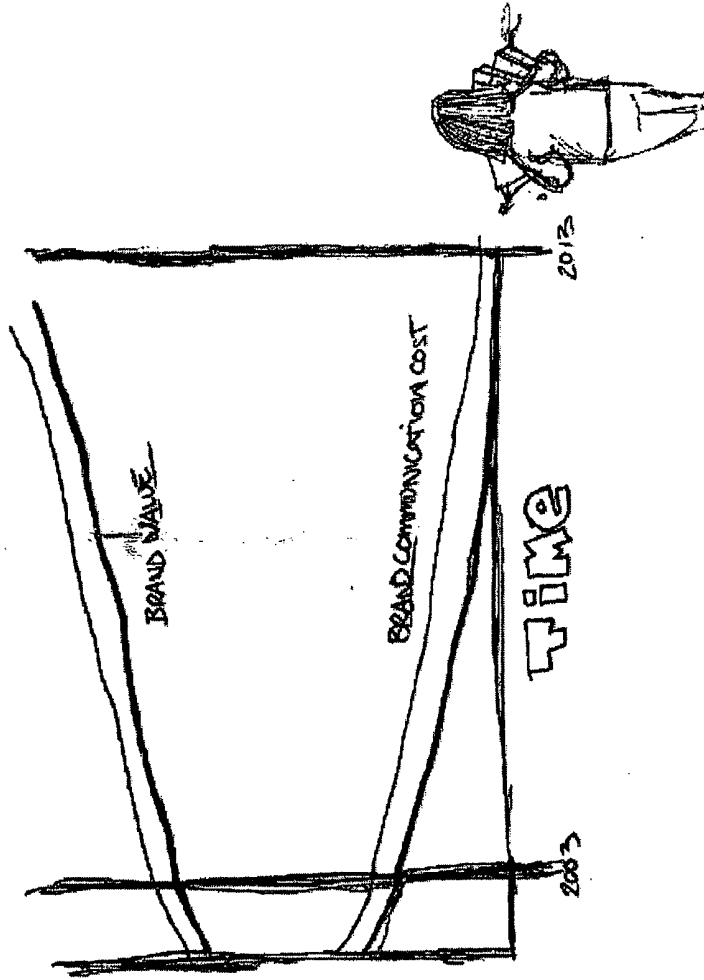


FIG. 44L12

By creating new levels of Brand Value and Experience, the durability of all serviced Brands can be extended.

232/1046

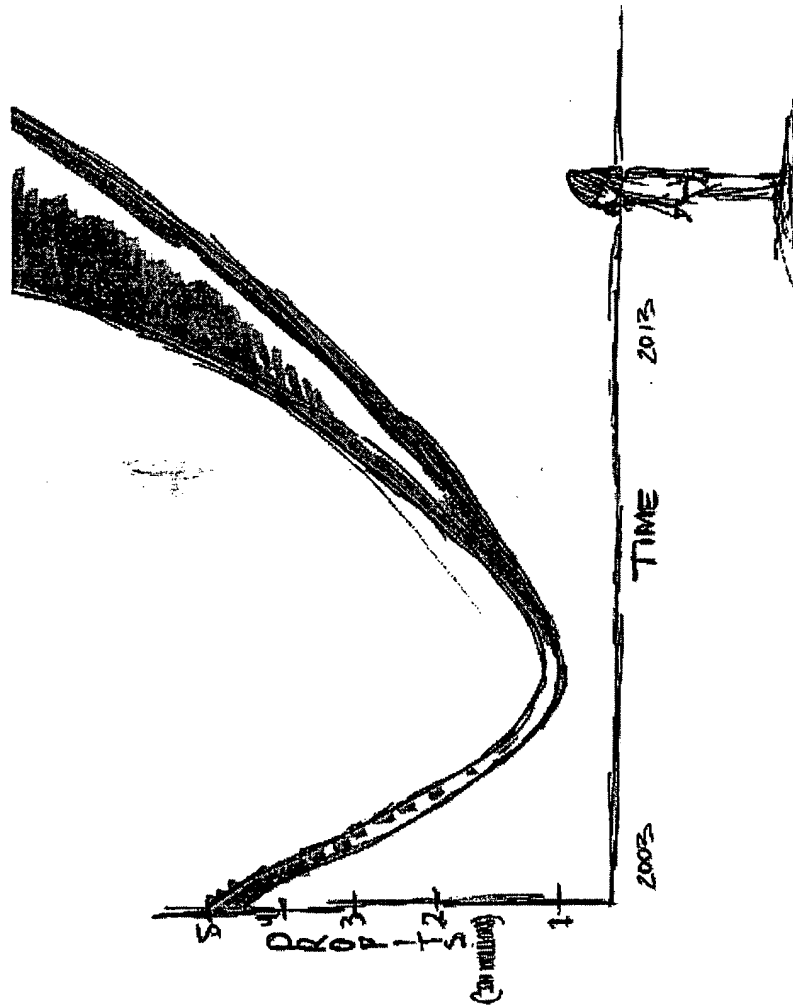


FIG. 44413

By providing such benefits,
the Brandkey Systems™
Network helps build more
distinctive, valuable, and
stronger Brands in the
marketplace.

233/1046

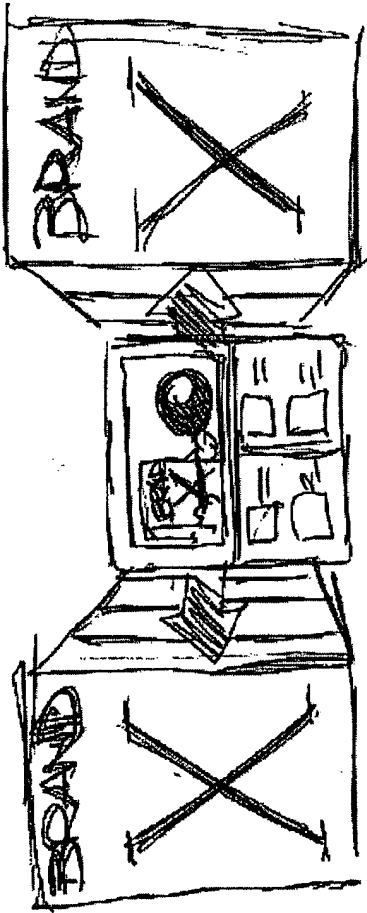


FIG. 44L14

234/1046

The Brandkey Systems™
Network is composed of five
Subsystems connected to the
infrastructure of the Internet:

- Brandkey Systems™
- Brandkey Create™
- Brandkey Deliver™
- Brandkey Advertise™
- Brandkey Promote™

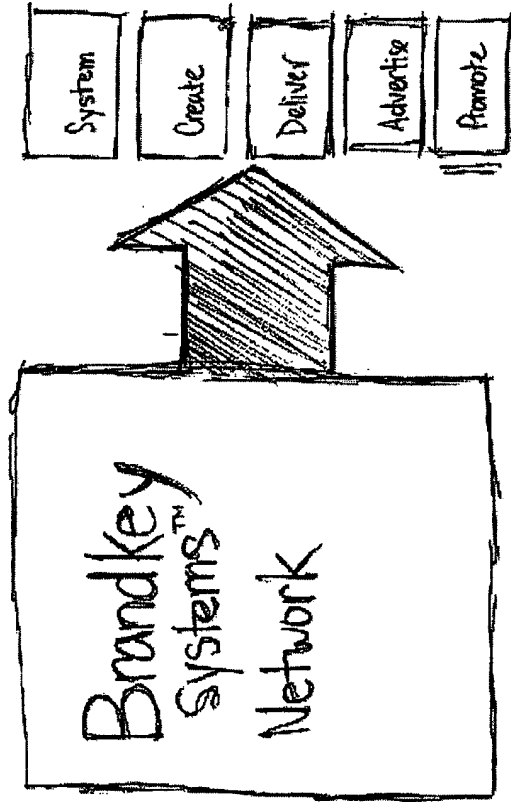


FIG. 44 M1

Each of these subsystems supports one or more Service Suites, and each Service Suit contains one or more Control Panels.

These Control Panels support the delivery of the network's revolutionary ensemble of Brandkey Systems™ Marketing Instruments.

285/1046

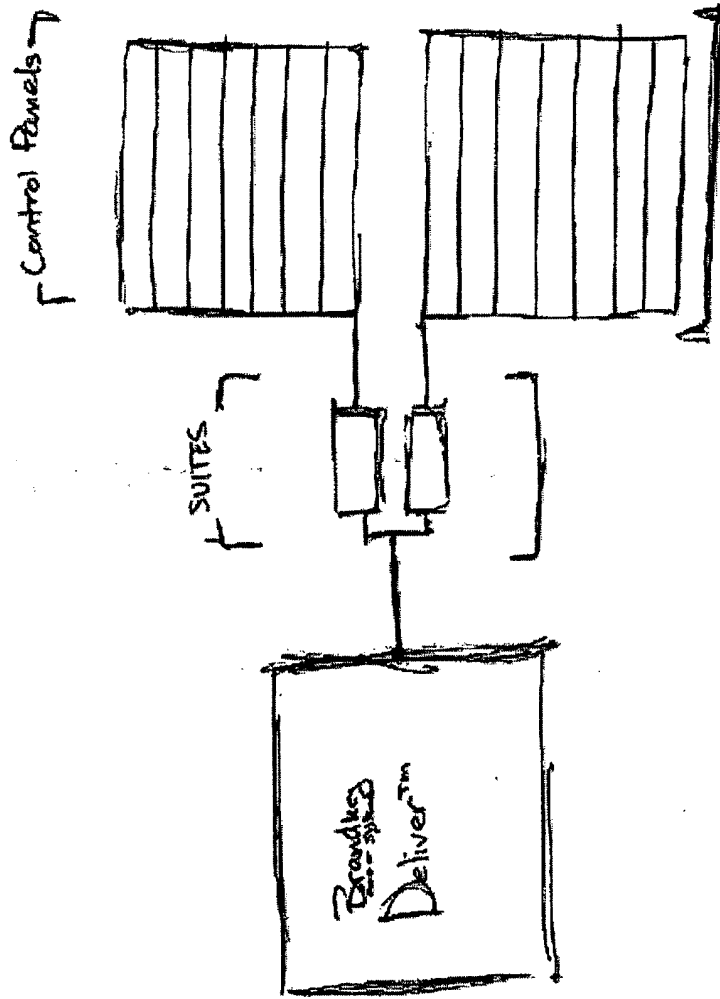


FIG. 44M2

230/1046

Brandkey Deliver™ Marketing Instruments provide Brand Management Teams the ability to rapidly configure, deploy, and install Brandkey Systems™ Multi-Mode Virtual Kiosks on the Internet.

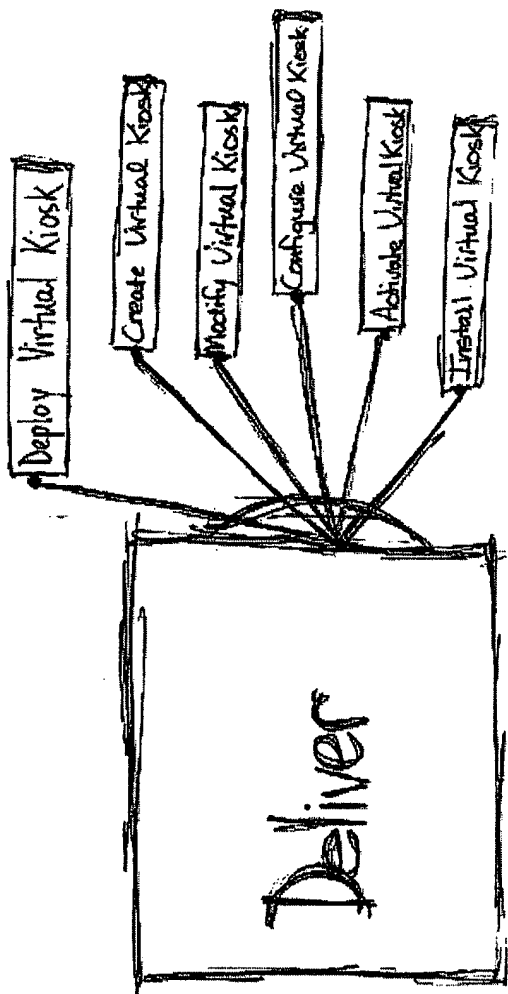


FIG. 44M3

237,1046

Brandkey Advertise™ Marketing Instruments enable Brand Managers and their Agents to program the Advertising Spot Display Mode of their Virtual Kiosks in a simple and convenient manner.

These operations are carried out by creating, executing and managing Advertising Campaigns designed to run on networks of Multi-Mode Virtual Kiosks.

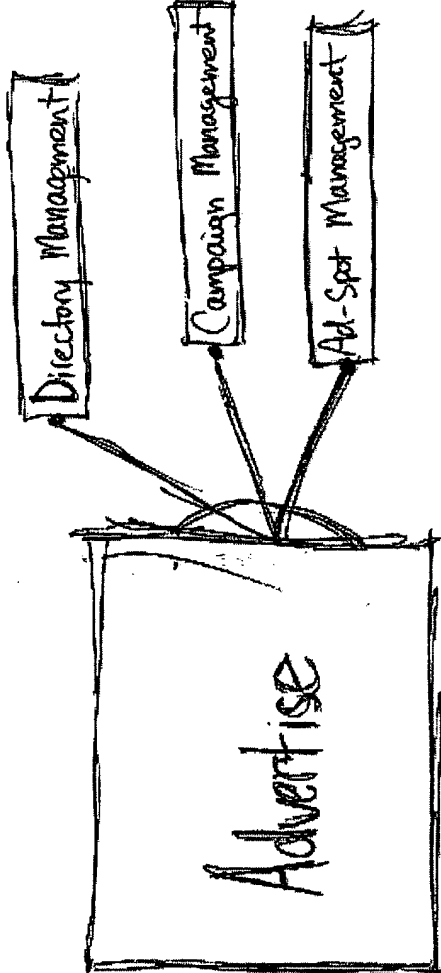


FIG. 44M4

Using Brandkey Promote™
Marketing Instruments, Brand
Managers and their Agents can
program the Promotional Spot
Display Mode of their Virtual
Kiosks.

These programming operations are
carried out by creating, executing
and managing Promotional
Campaigns designed to run on
networks of Multi-Mode Virtual
Kiosks

230/1046

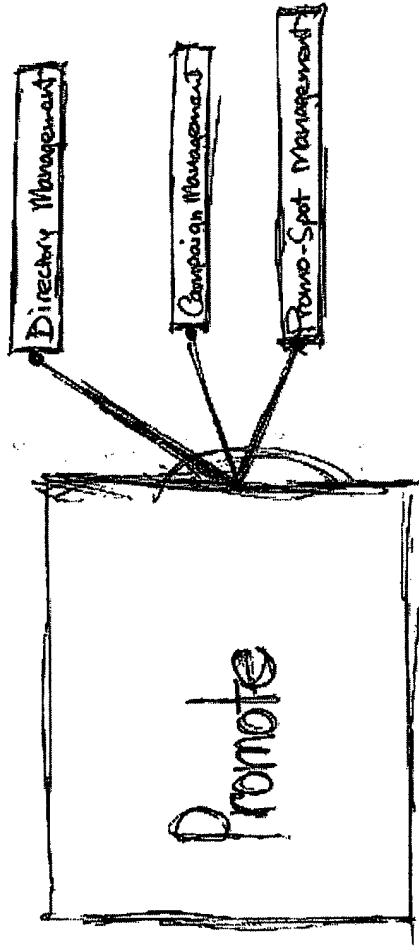


FIG. 44M5

239,1046

Brandkey Create™ Marketing Instruments enable Brand Managers and their Agents to program the Brand Information Network Display Mode of their Virtual Kiosks using simple mouse-clicks and data-entry operations.

Programming operations are carried out by creating and deploying interactive models of Product and Service Brands represented in the form of richly-associated Brand-Building Information Networks.

These Information Networks create and reinforce the intended Brand Image of Products and Services within the minds of Consumers.

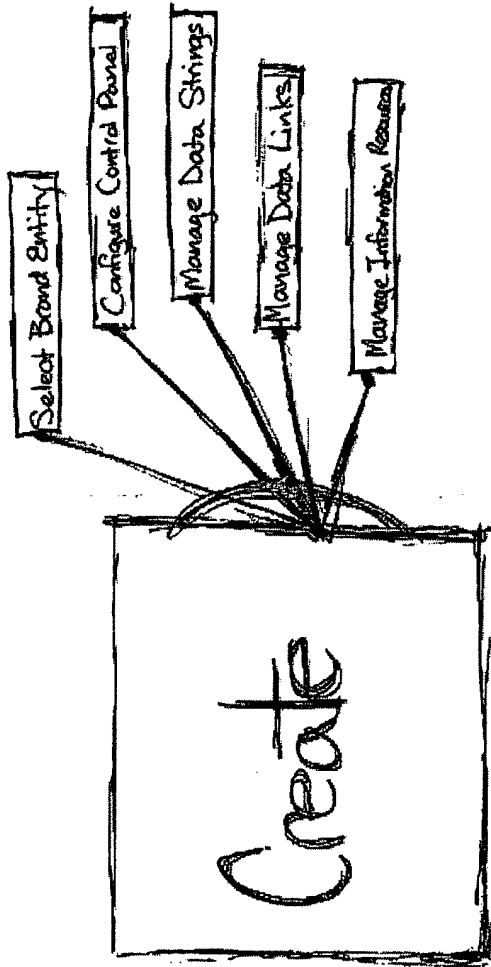


FIG. 44M6

240/11046

Brand-Building Information Networks can be constructed for Product-type Brands by linking the Uniform Resource Locators (URLs) of Brand Building Information Resources, to Product Data Strings consisting of the Universal Product Number (UPN), Trademark (TM) and Product Descriptor (PD) of branded products.

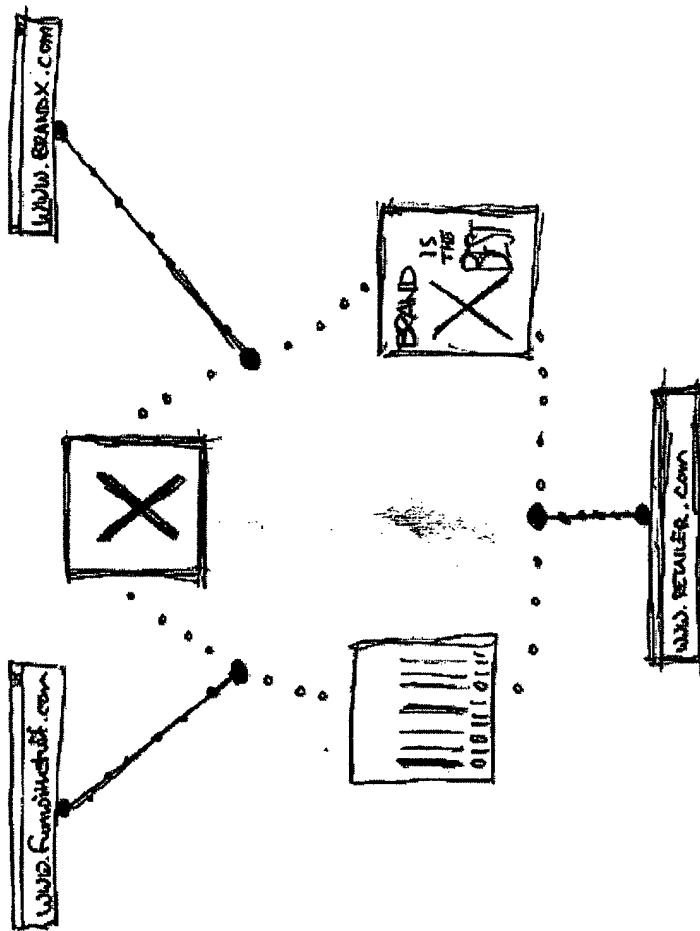


FIG. 44M7

241/1046

For Service-type Brands, these Information Networks can be created by linking the Uniform Resource Locators (URLs) to Service Data Strings consisting of the Universal Service Number (USN), Servicemark (SM) and Service Descriptor (SD) of branded services.

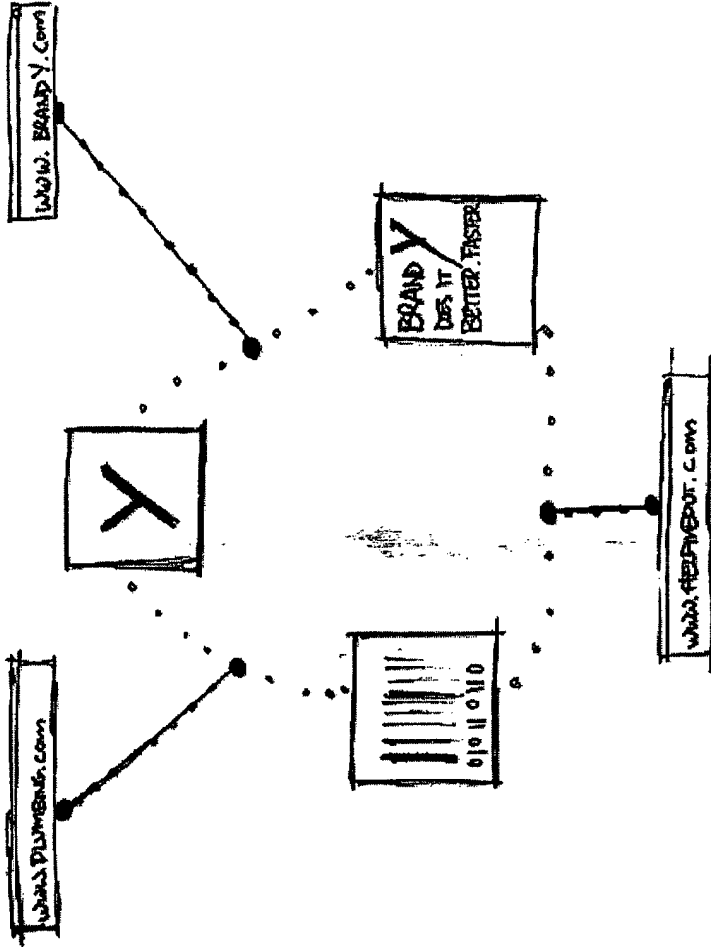


FIG. 44M8

2A2/1046

Brandkey Systems™
Administration Instruments
enable Users to perform basic
management and
administration functions
relating to Client Accounts,
Brands, and User Rights and
Privileges.

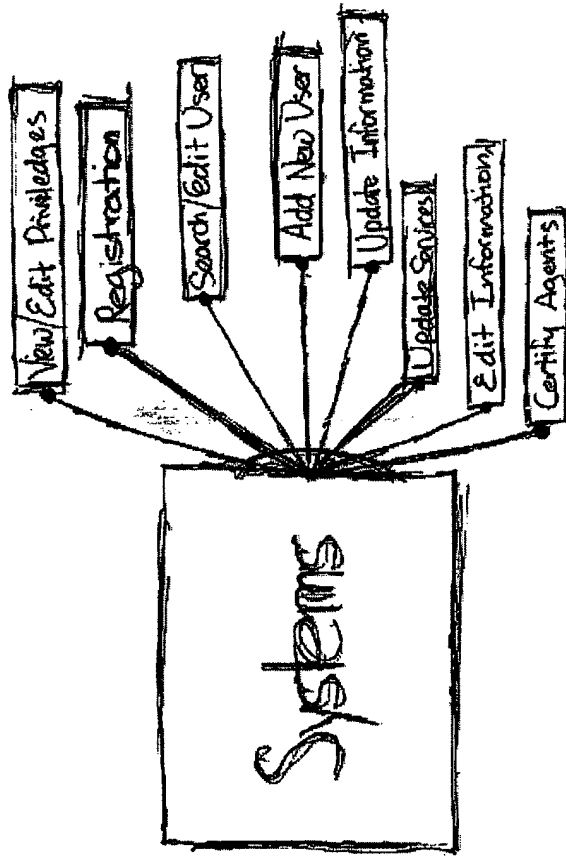


FIG. 44M9

243/1046

Using the Brandkey Systems™ Virtual Kiosks, consumers can now learn about brands in a more effective and enjoyable manner, and develop strong preferences for them.

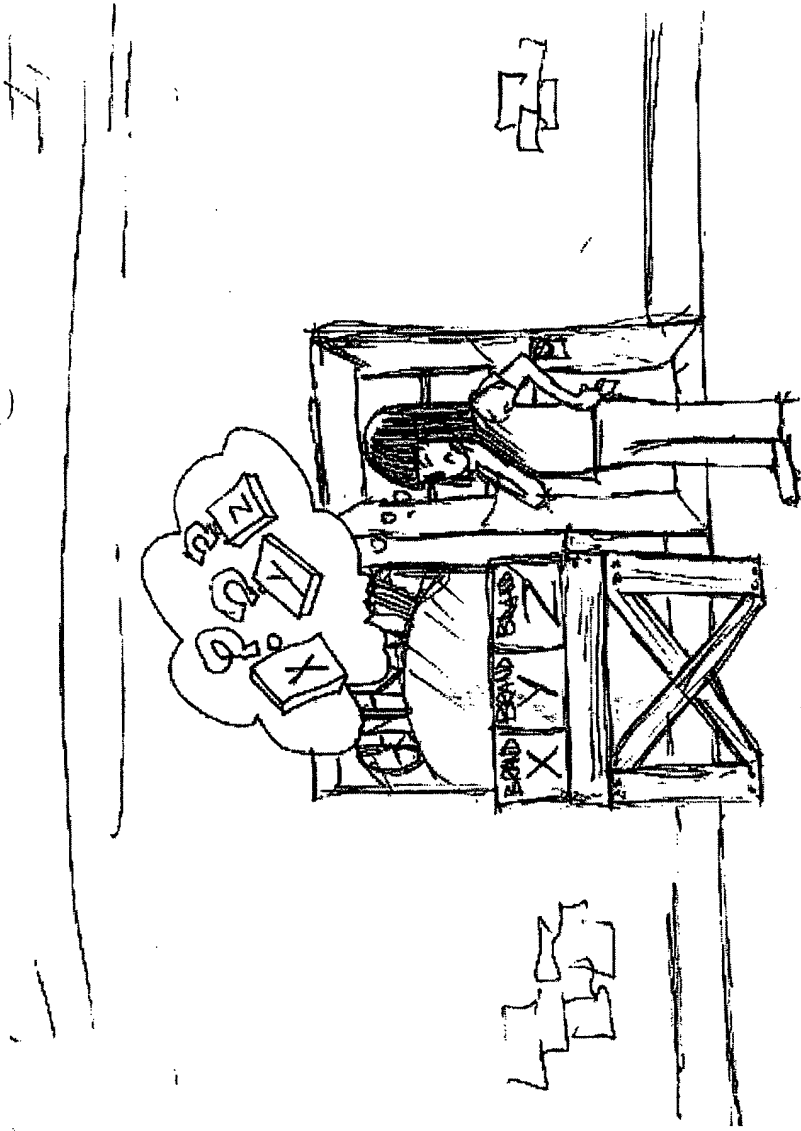


FIG. 44N1

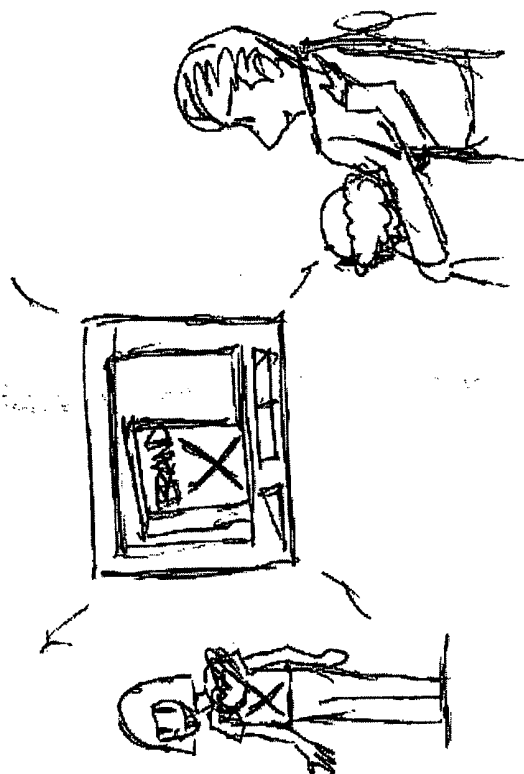
244/9046

And when brand managers
want to reach consumers with
brand building messages and
information...



FIG. 44N2

...the Brandkey Systems Network is there to provide a direct channel to the hearts and minds of millions of consumers on the Web.



245/1046

FIG. 44N3

246/1046

Definition of Terms

Advertising Agent is an Agent responsible for creating, managing, and running Advertising Campaigns for particular Brands of Products and/or Services in the marketplace.

Advertising Campaign is that portion of a Brand Marketing Campaign which seeks to build a desired Brand Image in the minds of Consumers for a particular Brand of Products and/or Services.

Brand is a mental object relating to a class of tangible and/or intangible thing(s) (e.g. Products/Services) in the world and which is:

- (1) persistent within the mind of a person (e.g. Consumer) having (i) a particular relationship with the class of things, as well as (ii) as set of expectations of meaning and value to be derived by the Consumer upon experiencing the class of things; and
- (2) recognized by the Consumer in response to the perception of particular sounds, symbols and/or other sensorial impressions communicated to the Consumer in the marketplace.

Brand Image is the Brand Image of a Brand is the composite set of impressions and perceived values persisting in the minds of Consumers in response to exposure to (i) messages produced under messages produced under a Brand Marketing Campaign carried out by the Brand Management Team including its Advertising and Promotional Agents, as well as (ii) other information items (e.g. Clutter) communicated by others in the marketplace.

Brand Knowledge Network is an information model (i.e. schema) comprising a network of Products and/or Service Data Links designed by a Brand Management Team to represent a desired Brand Image which the Brand Management Team wants to persist within the minds of Consumers regarding a particular Brand or set of Brands under their management.

Brand Management Team is a group of people including; Brand Managers, Advertising Agents, Promotional Agents, Full-Service Agents, etc. whose mission is to create, manage, and communicate a desired Brand Image for a particular Brand or set of Brands to Consumers.

Brand Marketing Campaign is an effort conducted in the marketplace by a Brand Management Team including its Advertising and Promotional Agents to build a Brand in the minds of Consumers, which creates a desired Brand Image consistent with the marketing objectives of the Marketing Team.

Data Link is a URL associated with a Product or Service Data String that may be used to build a Brand Knowledge Network.

Promotional Agent An Agent responsible for creating, managing, and running Promotional Campaigns for particular Brands of Products and/or Services in the marketplace.

Promotional Campaign is that portion of a Brand Marketing Campaign which seeks to induce consumption of a particular Brand of Products and/or Services by Consumers in the marketplace.

Product Data String is a string of data comprising a Universal Product Number (e.g. UPC/EAN) assigned to a particular Product, a Product Descriptor briefly describing the generic nature of the Product, and any number of Trademarks used in connection with the Product in the marketplace.

Service Data String is a string of data comprising a Universal Service Number (e.g. Aircolic Code) assigned to a particular Service, a Service Descriptor briefly describing the generic nature of the Service, and any number of Servicemarks used in connection with the Service in the marketplace.

FIG. 440

247/1046

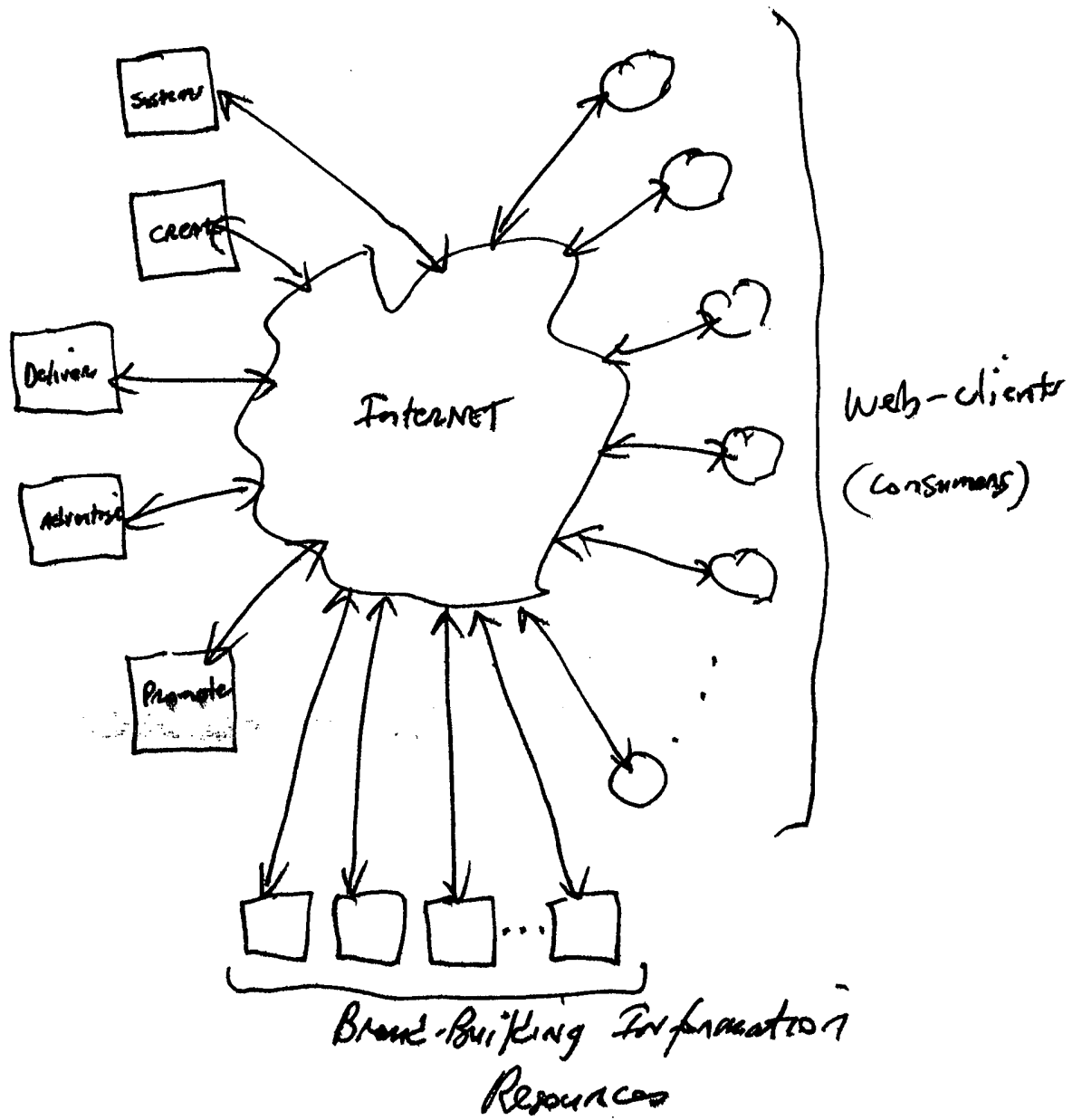
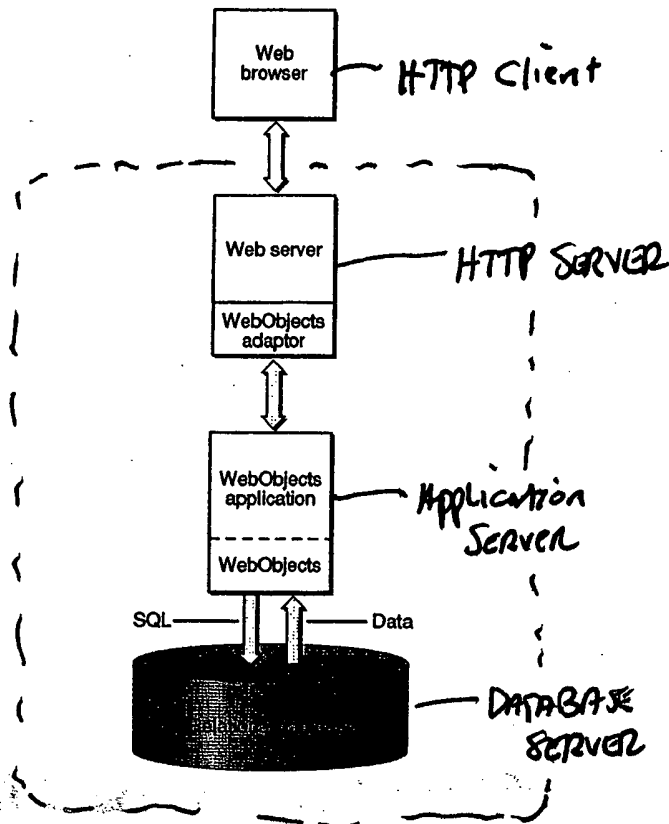


FIG. 45A1

248/1046

WebObjects HTML-based application communication chain

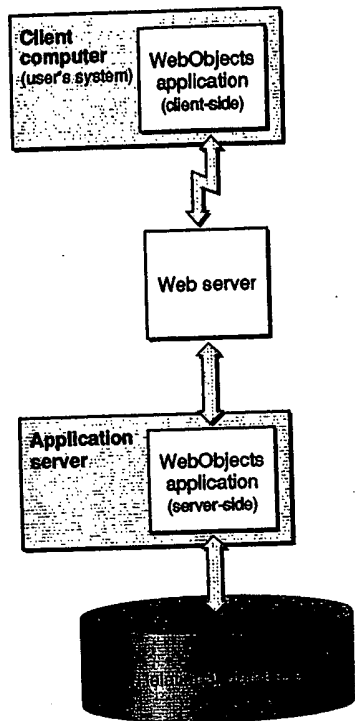


The WebObjects Architecture

FIG. 45A1

249/1046

Java Client's distributed, multitier architecture



Java Client Architecture

FIG. 45A3



Brand Marketing Communication Instrumentation Network

Brandkey systems

Brandkey systems

Brandkey systems

Brandkey systems

We are pioneers of revolutionery, internet enabling brand communication solutions that enable you to educate consumers about your brand, to develop preferences for them

Brandkey Systems™ Network
» System Overview

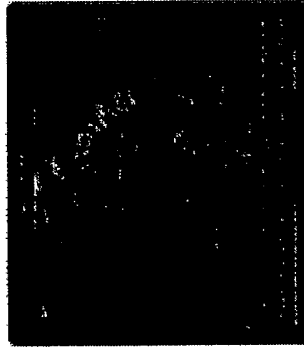
Brandkey Credia™ Subsystem
» Subsystem Overview

Brandkey Belliver™ Subsystem
» Subsystem Overview

Brandkey Adventure™ Subsystem
» Subsystem Overview

Brandkey Promote™ Subsystem
» Subsystem Overview

Brandkey Systems™ Virtual Kloak



Multi-Mode Virtual Kloak™

» Our Multi-Mode Virtual Kloak™ technology provides a new kind of internet-based "telecommunication devices" (e.g. video-conferencing) directly between you and your customers ... at any internet-enabled consumer touchpoint.

Learn more

250/1046

FIG. 4581

About Brandkey Systems Corporation

Brandkey Systems is a global brand marketing communication technology and services company. We provide Clients with revolutionary Web-based brand marketing communication instruments and supporting services that help them build the demand side of their business. Our success and growth are built on the quality of our Client base, the depth of our relationships, and our expertise in the innovative technologies which we develop and support in the marketplace.

251/1046

FIG 45B2

Tutorials for Brandkey Systems Network

■ BRANDKEY SYSTEMS NETWORK

- ▶ [Login](#)
- ▶ [Logout](#)
- ▶ [Forgot Password](#)

■ BRANDKEY SYSTEMS SUBSYSTEM

- ▶ [Registration Suite](#)
 - ▶ [User-Account Administration Suite](#)
 - ▶ [Brand Information Network Management Suite](#)
1. [Control Panel for registering with Brandkey Systems Network](#)
 1. [Control Panel for Administering Users](#)
 2. [Control Panel for Administering Accounts](#)
 3. [Control Panel for Administering Ad/Promo Privileges](#)

■ BRANDKEY CREATE SUBSYSTEM

- ▶ [Brand Information Network Management Suite](#)
1. [Control Panel for Managing Brand Information Networks](#)
 - a. [Select Brand Entity](#)

FIG. 4501

252/1046

253/1046

Brandkey Systems Corporation

b. Configure Control Panel

c. Manage Data Strings

d. Manage Data Links

▶ Brand Building Web Resources Hosting Suite

1. Control Panel for Hosting Brand Building Web Resources

a. Select Brand Entity

b. Manage Data Strings

c. Manage Data Links

d. Manage Information Resources

■ BRANDKEY DELIVER SUBSYSTEM

▶ Virtual Kiosk Generation Suite

1. Control Panel for Generating Product-Specific Virtual Kiosks

a. Configure P-S Virtual Kiosks

b. Create P-S Virtual Kiosks

c. Modify P-S Virtual Kiosks

d. Deploy P-S Virtual Kiosks

e. Activate P-S Virtual Kiosks

2. Control Panel for Generating Service-Specific Virtual Kiosks

a. Configure S-S Virtual Kiosks

b. Create S-S Virtual Kiosks

FIG. 45C2

254/1046

Brandkey Systems Corporation

c. Modify S-S Virtual Kiosks

d. Deploy S-S Virtual Kiosks

e. Activate S-S Virtual Kiosks

3. Control Panel for Generating Vendor-Specific Virtual Kiosks

a. Configure V-S Virtual Kiosks

b. Create V-S Virtual Kiosks

c. Modify V-S Virtual Kiosks

d. Deploy V-S Virtual Kiosks

e. Activate V-S Virtual Kiosks

4. Control Panel for Generating Service-Provider-Specific Virtual Kiosks

a. Configure S-P-S Virtual Kiosks

b. Create S-P-S Virtual Kiosks

c. Modify S-P-S Virtual Kiosks

d. Deploy S-P-S Virtual Kiosks

e. Activate S-P-S Virtual Kiosks

5. Control Panel for Generating Retailer-Specific Virtual Kiosks

a. Configure R-S Virtual Kiosks

b. Create R-S Virtual Kiosks

c. Modify R-S Virtual Kiosks

d. Deploy R-S Virtual Kiosks

e. Activate R-S Virtual Kiosks

6. Control Panel for Generating Individual-Specific Virtual Kiosks

FIG. 45C3

2807/1046

Brandkey Systems Corporation

▶ Virtual Kiosk Advertising Campaign Management Suite

- 1. Control Panel for Managing Advertising Campaigns
 - a. Directory Management
 - b. Campaign Management
 - c. Ad-Spot Management

■ BRANDKEY PROMOTE SUBSYSTEM

▶ Virtual Kiosk Promotional Campaign Management Suite

- 1. Control Panel for Managing Promotional Campaigns
 - a. Directory Management
 - b. Campaign Management
 - c. Promo-Spot Management

FIG. 45C5



■ BRANDKEY SYSTEMS NETWORK

- ▶ [How do you Login to the BKS Brand Marketing Communications Network?](#)
- ▶ [How do you Logout of the BKS Brand Marketing Communications Network?](#)
- ▶ [How do you Retrieve your Password if you have forgotten it?](#)

■ BRANDKEY SYSTEMS SUBSYSTEM

- ▶ Registration Suite
 - 1. [How do you Register with the BKS Brand Marketing Communications Network?](#)
- ▶ User-Account Administration Suite
 - 1. Control Panel for Administering Users
 - a. [How do you Edit User Information?](#)
 - b. [How do you Add a New User to your Brand Account?](#)
 - 2. Control Panel for Administering Accounts
 - a. [How do you Update your Company Information?](#)
 - b. [How do you Update Administrator Information?](#)
 - c. [How do you Update your Available Services?](#)
 - d. [How do you Modify your Registered Brand Entity Information?](#)

257/1046

FIG. 45D1

- e. How do you Add a New Brand Entity?
- f. How do you Certify Advertising Agents?
- g. How do you Certify Promotional Agents?
- 3. Control Panel for Administering Ad/Promo Privileges
 - a. How do you Edit Installed Virtual Kiosks Ad/Promo Privileges?

■ BRANDKEY CREATE SUBSYSTEM

▶ Brand Information Network Management Suite

1. Control Panel for Managing Brand Information Networks

- a. How do you Select the Brand Entity you wish to work with?
- b. How do you Configure the Brand Information Network Control Panel?
- c. How do you Import Data String Records?
- d. How do you Edit Data String Records?
- e. How do you Add New Data String Records?
- f. How do you Synchronize Data String Records?
- g. How do you Edit Data Link Records?
- h. How do you Add New Data Link Records?

▶ Brand Building Web Resources Hosting Suite

1. Control Panel for Hosting Brand Building Web Resources

- a. How do you Select the Brand Entity you wish to work with?
- b. How do you View Data String Records?

FIG 45D2

258/1046

259/1046

Brandkey Systems Corporation

- c. How do you View Data Link Records?
- d. How do you Manage Brandkey Information Resource Records?

■ BRANDKEY DELIVER SUBSYSTEM

▶ Virtual Kiosk Generation Suite

1. Control Panel for Generating Product-Specific Virtual Kiosks

- a. How do you Configure P-S Virtual Kiosks?
- b. How do you Create P-S Virtual Kiosks?
- c. How do you Modify P-S Virtual Kiosks?
- d. How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate P-S Virtual Kiosks?

2. Control Panel for Generating Service-Specific Virtual Kiosks

- a. How do you Configure S-S Virtual Kiosks?
- b. How do you Create S-S Virtual Kiosks?
- c. How do you Modify S-S Virtual Kiosks?
- d. How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?

FIG. 45D3

269/1046

h. How do you Activate S-S Virtual Kiosks?

3. Control Panel for Generating Vendor-Specific Virtual Kiosks

- a. How do you Configure V-S Virtual Kiosks?
- b. How do you Create V-S Virtual Kiosks?
- c. How do you Modify V-S Virtual Kiosks?
- d. How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate V-S Virtual Kiosks?

4. Control Panel for Generating Service-Provider-Specific Virtual Kiosks

- a. How do you Configure S-P-S Virtual Kiosks?
- b. How do you Create S-P-S Virtual Kiosks?
- c. How do you Modify S-P-S Virtual Kiosks?
- d. How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate S-P-S Virtual Kiosks?

5. Control Panel for Generating Retailer-Specific Virtual Kiosks

- a. How do you Configure R-S Virtual Kiosks?

FIG. 45D4

261/1046

- b. How do you Create R-S Virtual Kiosks?
- c. How do you Modify R-S Virtual Kiosks?
- d. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Burton?
- e. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate R-S Virtual Kiosks?

6. Control Panel for Generating Industry-Specific Virtual Kiosks

- a. How do you Configure I-S Virtual Kiosks?
- b. How do you Create I-S Virtual Kiosks?
- c. How do you Modify I-S Virtual Kiosks?
- d. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Burton?
- e. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate I-S Virtual Kiosks?

7. Control Panel for Generating Corporate-Specific Virtual Kiosks

- a. How do you Configure C-S Virtual Kiosks?
- b. How do you Create C-S Virtual Kiosks?
- c. How do you Modify C-S Virtual Kiosks?
- d. How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Burton?

FIG. 45D5

262/1046

- e. [How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Document?](#)
- f. [How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Image?](#)
- g. [How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?](#)
- h. [How do you Activate C-S Virtual Kiosks?](#)

▶ **Virtual Kiosk Installation Suite**

- 1. [How do you Install Product-Specific Virtual Kiosks?](#)
- 2. [How do you Install Service-Specific Virtual Kiosks?](#)
- 3. [How do you Install Vendor-Specific Virtual Kiosks?](#)
- 4. [How do you Install Service-Provider-Specific Virtual Kiosks?](#)
- 5. [How do you Install Retailer-Specific Virtual Kiosks?](#)
- 6. [How do you Install Industry-Specific Virtual Kiosks?](#)
- 7. [How do you Install Corporate-Specific Virtual Kiosks?](#)

■ **BRANDKEY ADVERTISE SUBSYSTEM**

▶ **Virtual Kiosk Advertising Campaign Management Suite**

1. **Control Panel for Managing Advertising Campaigns**

- a. [How do you Generate a General Virtual Kiosk Advertising Directory?](#)
- b. [How do you Generate a Brand-Specific Virtual Kiosk Advertising Directory?](#)
- c. [How do you Modify a General Virtual Kiosk Advertising Directory?](#)
- d. [How do you Modify a Brand-Specific Virtual Kiosk Advertising Directory?](#)
- e. [How do you Register a Virtual Kiosk Advertising Campaign?](#)

8. [How do you Register a Virtual Kiosk Advertising Campaign?](#)

FIG. 45D6

[i. How do you modify a Virtual Kiosk Advertising Campaign?](#)

[g. How do you Run and Stop a Virtual Kiosk Advertising Campaign?](#)

[h. How do you Monitor a Virtual Kiosk Advertising Campaign?](#)

[i. How do you Place an Ad-Spot Order on a Virtual Kiosk Subnetwork?](#)

[j. How do you Modify an Ad-Spot Order on a Virtual Kiosk Subnetwork?](#)

IBRANDKEY PROMOTE SUBSYSTEM

▶ Virtual Kiosk Promotional Campaign Management Suite

1. Control Panel for Managing Promotional Campaigns

[a. How do you Generate a General Virtual Kiosk Promotional Directory?](#)

[b. How do you Generate a Brand-Specific Virtual Kiosk Promotional Directory?](#)

[c. How do you Modify a General Virtual Kiosk Promotional Directory?](#)

[d. How do you Modify a Brand-Specific Virtual Kiosk Promotional Directory?](#)

[e. How do you Register a Virtual Kiosk Promotional Campaign?](#)

[f. How do you Modify a Virtual Kiosk Promotional Campaign?](#)

[g. How do you Run and Stop a Virtual Kiosk Promotional Campaign?](#)

[h. How do you Monitor a Virtual Kiosk Promotional Campaign?](#)

[i. How do you Place a Promo-Spot Order on a Virtual Kiosk Subnetwork?](#)

[j. How do you Modify a Promo-Spot Order on a Virtual Kiosk Subnetwork?](#)

263/1046

FIG. 45D7

265/1046



Brandkey Systems Subsystem Benefits - Standard Demonstration Mode

- ▶ Consumers
- ▶ Vendors
- ▶ Service Providers
- ▶ Advertising Agents
- ▶ Promotional Agents
- ▶ Retailers
- ▶ Industrialists

The Brandkey Systems™ Brand Marketing Communication and Control Instrumentation Network delivers a revolutionary ensemble of instruments that enables brand management teams to build and communicate brand images to consumers at any Internet-enabled consumer touchpoint via multi-mode Virtual Kiosks located in both physical and electronic streams of commerce.

By providing the instruments to rapidly build powerful Brand Knowledge Networks and Advertising and Promotional Campaigns for delivery to consumers over highly controlled channels of communication less immune to destructive power of clutter, the Brandkey Systems™ Network enables brand management teams to create stronger, more distinctive brands in the marketplace-translating into premium prices, greater levels of channel influence, improved levels of customer loyalty and retention, and increased profits.

This increased level of control over Internet-based brand marketing communications enables brand managers and their agents to effectively manage consumers' experienced perceptions developed before, during and after consumer purchases. Proper management of consumer perception will allow consumers to have more meaningful purchase experiences and will influence their perception of a brands' value and strength.

FIG. 46B

266/1046

[Home](#) | [About Us](#) | [Investors](#) | [Careers](#) | [Site Map](#) | [Contact Us](#) | [Help](#) | [Login](#)

[Brandkey systems](#) | [Brandkey create](#) | [Brandkey deliver](#) | [Brandkey advertise](#) | [Brandkey promote](#)

[Brandkey Systems](#) | [Registration](#) | [User Account](#) | [Affiliates](#) | [Partners](#)

Brandkey Systems Demonstrations Suite - Standard Demonstration Mode

▶ [Brandkey Systems](#)
 ▶ [Brandkey Create](#)
 ▶ [Brandkey Deliver](#)
 ▶ [Brandkey Advertise](#)
 ▶ [Brandkey Promote](#)
 ▶ [Multimode Virtual Kiosks](#)

Text: S.103.9

FIG. 46C1

267/1046



Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

- ▶ Brandkey Systems
 - ▶ Brandkey Create
 - ▶ Brandkey Deliver
 - ▶ Brandkey Advertise
 - ▶ Brandkey Promote
 - ▶ Multimode Virtual Kiosks
 - Product-Specific Virtual Kiosks
 - Service-Specific Virtual Kiosks
 - Vendor-Specific Virtual Kiosks
 - Service-Provider-Specific Virtual Kiosks
 - Retailer-Specific Virtual Kiosks
 - Industry-Specific Virtual Kiosks
 - Corporate-Specific Virtual Kiosks
- Multimode Virtual Kiosk Demonstration Matrix
- | HTML-Encoded Brandkey(TM) Button | HTML-Encoded Document | HTML-Encoded Image | HTML-Encoded Desktop Icon |
|----------------------------------|-----------------------|--------------------|---------------------------|
| Lexus LS 400 | Pre-Post Purchase | Pre-Post Purchase | Pre-Post Purchase |
| Simplex | Simplex | Simplex | Simplex |
| Complex | Complex | Complex | Complex |
- Product-Specific Virtual Kiosk

FIG. 46CZ

269/1046

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

Brandkey Systems Corporation

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Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

- ▶ Brandkey Systems
- ▶ Brandkey Create
- ▶ Brandkey Deliver
- ▶ Brandkey Advertise
- ▶ Brandkey Promote
- ▼ Multimode Virtual Kiosks
 - Product-Specific Virtual Kiosks
 - Service-Specific Virtual Kiosks
 - Vendor-Specific Virtual Kiosks
 - Service-Provider-Specific Virtual Kiosks
 - Retailer-Specific Virtual Kiosks
 - Industry-Specific Virtual Kiosks
 - Corporate-Specific Virtual Kiosks

Multimode Virtual Kiosk Demonstration Matrix

HTML-Encoded Brandkey(TM) Button	HTML-Encoded Document	HTML-Encoded Image	HTML-Encoded Desktop Icon
Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase
Clique Du Soleil	Simplex	Simplex	Simplex
Legg	Complex	Complex	Complex

FIG. 46C3

269/1046



- Brandkey systems
- Brandkey create
- Brandkey deliver
- Brandkey advertise
- Brandkey promote

Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mod

<ul style="list-style-type: none"> Brandkey Systems Brandkey Create Brandkey Deliver Brandkey Advertise Brandkey Promote Multimode Virtual Kiosks <ul style="list-style-type: none"> Product-Specific Virtual Kiosks Service-Specific Virtual Kiosks Vendor-Specific Virtual Kiosks Service-Provider-Specific Virtual Kiosks Retailer-Specific Virtual Kiosks Industry-Specific Virtual Kiosks Corporate-Specific Virtual Kiosks 	<p>Multimode Virtual Kiosk Demonstration Matrix</p> <table border="1"> <tr> <td>HTML-Encoded Brandkey(TM) Button</td> <td>Pre-Post Purchase</td> <td>Simplex</td> <td>Complex</td> </tr> <tr> <td>HTML-Encoded Document</td> <td>Pre-Post Purchase</td> <td>Simplex</td> <td>Complex</td> </tr> <tr> <td>HTML-Encoded Image</td> <td>Pre-Post Purchase</td> <td>Simplex</td> <td>Complex</td> </tr> <tr> <td>HTML-Encoded Desktop Icon</td> <td>Pre-Post Purchase</td> <td>Simplex</td> <td>Complex</td> </tr> </table>	HTML-Encoded Brandkey(TM) Button	Pre-Post Purchase	Simplex	Complex	HTML-Encoded Document	Pre-Post Purchase	Simplex	Complex	HTML-Encoded Image	Pre-Post Purchase	Simplex	Complex	HTML-Encoded Desktop Icon	Pre-Post Purchase	Simplex	Complex
HTML-Encoded Brandkey(TM) Button	Pre-Post Purchase	Simplex	Complex														
HTML-Encoded Document	Pre-Post Purchase	Simplex	Complex														
HTML-Encoded Image	Pre-Post Purchase	Simplex	Complex														
HTML-Encoded Desktop Icon	Pre-Post Purchase	Simplex	Complex														

FIG. 46C4

270/1046

Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

Brandkey™
systems

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

Brandkey Systems | Brandkey Systems | Brandkey Systems | Brandkey Systems | Brandkey Systems

Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

Multimode Virtual Kiosk Demonstration Matrix

	HTML-Encoded Brandkey(TM) Button	HTML-Encoded Document	HTML-Encoded Image	HTML-Encoded Desktop Icon
Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase
Retailer-Specific Virtual Kiosk	Simplex	Simplex	Simplex	Simplex
	Complex	Complex	Complex	Complex

- Brandkey Systems
- Brandkey Create
- Brandkey Deliver
- Brandkey Advertise
- Brandkey Promote
- Multimode Virtual Kiosks
 - Product-Specific Virtual Kiosks
 - Service-Specific Virtual Kiosks
 - Vendor-Specific Virtual Kiosks
 - Service-Provider-Specific Virtual Kiosks
 - Retailer-Specific Virtual Kiosks
 - Industry-Specific Virtual Kiosks
 - Corporate-Specific Virtual Kiosks

FIG. 46 C5

271/1046



- Brandkey systems
- Brandkey create
- Brandkey deliver
- Brandkey advertise
- Brandkey promote

Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

- ▶ Brandkey Systems
- ▶ Brandkey Create
- ▶ Brandkey Deliver
- ▶ Brandkey Advertise
- ▶ Brandkey Promote
- Multimode Virtual Kiosks
 - Product-Specific Virtual Kiosks
 - Service-Specific Virtual Kiosks
 - Vendor-Specific Virtual Kiosks
 - Service-Provider-Specific Virtual Kiosks
 - Retailer-Specific Virtual Kiosks
 - Industry-Specific Virtual Kiosks
 - Corporate-Specific Virtual Kiosks

Multimode Virtual Kiosk Demonstration Matrix

HTML-Encoded Brandkey(TM) Button	HTML-Encoded Document	HTML-Encoded Image	HTML-Encoded Desktop Icon
Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase
Simplex	Simplex	Simplex	Simplex
Complex	Complex	Complex	Complex

Fig. 46 C6

272/046

[Home](#) | [About Us](#) | [Investors](#) | [Careers](#) | [Site Map](#) | [Contact Us](#) | [Help](#) | [Login](#)

[Brandkey systems](#) | [Brandkey create](#) | [Brandkey deliver](#) | [Brandkey advertise](#) | [Brandkey promote](#)

[Brandkey Systems](#) | [Virtual Kiosks](#) | [Multimode Virtual Kiosks](#) | [Product-Specific Virtual Kiosks](#) | [Service-Specific Virtual Kiosks](#) | [Vendor-Specific Virtual Kiosks](#) | [Service-Provider-Specific Virtual Kiosks](#) | [Retailer-Specific Virtual Kiosks](#) | [Industry-Specific Virtual Kiosks](#) | [Corporate-Specific Virtual Kiosks](#)

Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

Product-Specific Virtual Kiosks	Service-Specific Virtual Kiosks	Vendor-Specific Virtual Kiosks	Service-Provider-Specific Virtual Kiosks	Retailer-Specific Virtual Kiosks	Industry-Specific Virtual Kiosks	Corporate-Specific Virtual Kiosks
<ul style="list-style-type: none"> • Multimode Virtual Kiosk Demonstration Matrix • HTML-Encoded Brandkey(TM) Button • Pre-Post Purchase • Simplex • Complex 	<ul style="list-style-type: none"> • HTML-Encoded Document • Pre-Post Purchase • Simplex • Complex 	<ul style="list-style-type: none"> • HTML-Encoded Image • Pre-Post Purchase • Simplex • Complex 	<ul style="list-style-type: none"> • HTML-Encoded Desktop Icon • Pre-Post Purchase • Simplex • Complex 			

FIG. 4657

273/1046



- Brandkey systems
- Brandkey create
- Brandkey deliver
- Brandkey promote
- Brandkey Systems Elements
- Registration Suite
- User Account Administration Suite

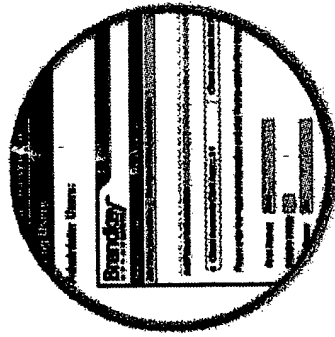
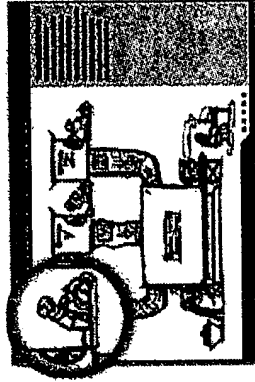
Brandkey Systems Tutorials Suite - Standard Demonstration Mode

Network Tutorial

- ▶ Login
- ▶ Logout
- ▶ Forgot Password
- ▶ Brandkey Systems
- ▶ Brandkey Create
- ▶ Brandkey Deliver
- ▶ Brandkey Advertise
- ▶ Brandkey Promote

Network Tutorial

Create Interactive Brand Information designed to communicate the essential value and character.



System Tutorials

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with.

FIG. 46D

274/1046



Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

► Launch Control Panel for Registering with Brandkey Systems Network

Brandkey Systems Registration Suite - Standard Demonstration Mode

[Brandkey Systems Registration Application](#)



Register with Brandkey Systems

Create Interactive Brand Information Networks designed to communicate the essential value and character.

R15 46E1

275/1046

Brandkey Systems Subsystem



Control Panel for Registering with Brandkey Systems Network

Standard Demonstration Mod

Control Panel for Registering with Brandkey Systems Network

Create Interactive Brand Information Networks designed communicate essential value and character associated with your branded essential value and character associated essential value and.

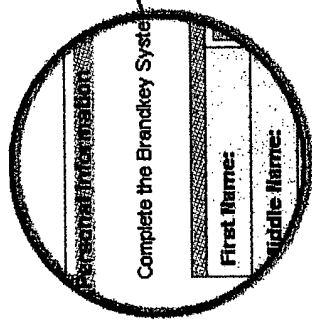
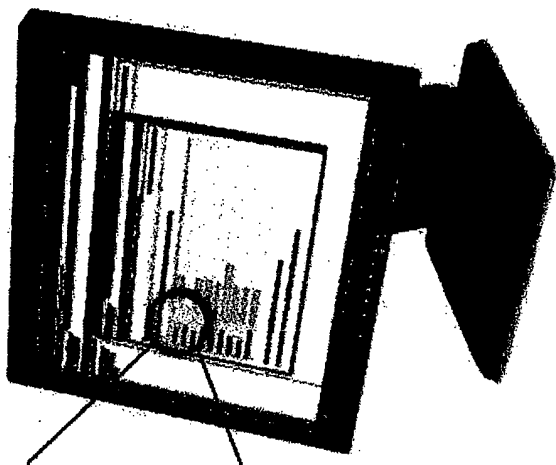


FIG. 46E2



Registration Application

Personal Information Employment Information Application Relationship Registration Confirmation

Standard Demonstration Mode

Personal Information

Complete the Brandkey Systems Registration Form. Please provide your personal information below.

First Name:	<input type="text"/>	Phone Number:	<input type="text"/>
Middle Initial:	<input type="text"/>	Fax Number:	<input type="text"/>
Last Name:	<input type="text"/>	E-mail Address:	<input type="text"/>
User Name:	<input type="text"/>	Confirm Password:	<input type="text"/>
Password:	<input type="text"/>		

Please keep your User Name and Password in a secure location for future use.

If User Name already exists: The User Name you selected already exists. Please select a different one.



FIG. 46E3

270/1046



Registration Application

Applicant's Brand Relationship to Registration Contributor

Standard Demonstration Mode

Brand Entity Information

Please identify the consumer product/service brands with which you are associated and the legal owner of the brands. You must provide the full information for each Brand Entity.

Brand Entity Name	Trademark (TM) Service Mark (SM)	Product Descriptor (PD) Service Descriptor (SD)	Category	U.S. Registration No	Brand Owner
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive	<input type="text"/>	<input type="text"/>

277/1046



FIG. 46E4



Control Panel for Registering with Brandkey Systems Network

Registration Application

Registration Confirmation

Standard Demonstration Mod

Application Brandkey Systems

Please specify the nature of your relationship with the owner of the above specified Brand Entities.

- Here will go the text for this box number 1
- Here will go the text for this box number 2
- Here will go the text for this box number 3
- Here will go the text for this box number 4
- Here will go the text for this box number 5
- Here will go the text for this box number 6

270/1046

Submit

AS 46ES



Control Panel for Registering with Brandkey Systems Network

Registration Application
Registration Information Application

Standard Demonstration Mode

Registration Confirmation

Thank you for completing the Initial Brandkey Systems Registration Application. Your registration information has been forwarded to Brandkey Systems Corporation and you shall be contacted shortly to complete the Application.

279/1046

FIG 46E6

200/1046



User/Account Administration Suite - Standard Demonstration Mode

- ▶ Launch Control Panel for Administering Users
- ▶ Launch Control Panel for Administering Accounts
- ▶ Launch Control Panel for Administering Ad/Promo Privileges

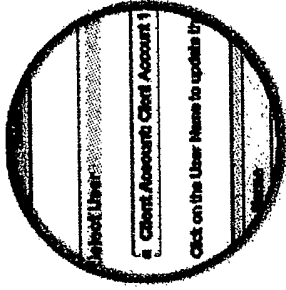
User Name: John Smith

Client Account: DISNEY

Client Account No: 7145001

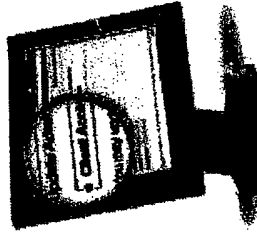
Administer Account Users

Create Interactive Brand Information designed to communicate the essential value and character.



Administer Account

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Set Ad/Promo Shelf Rights

Create interactive Brand Information Networks designed to communicate the essential value and character.



FIG. 46 F

281/1046

Brandkey Systems Subsystem

Control Panel for Administering Users

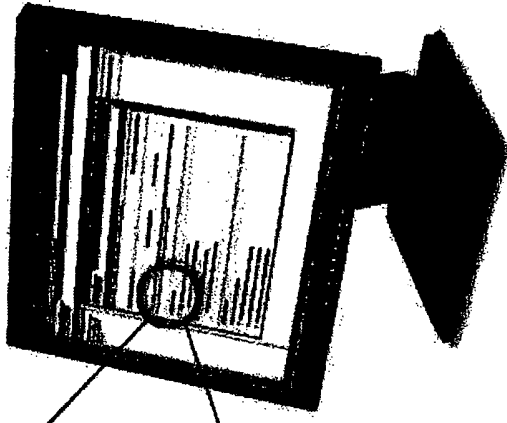


Search/Edit User | Add New User

Standard Demonstration Mod

Control Panel for Administering Users

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith



Create Interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.

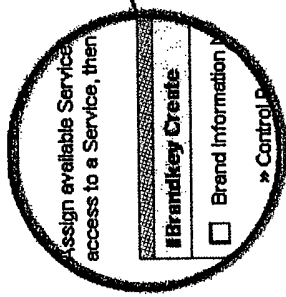


FIG. 46G1



Control Panel for Administering Users

Search for User | Add New User

Standard Demonstration Mode

Search for User

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search by First or Last Name to update information for a User. If you do not enter any search criteria, then you will get a complete list of Users who are assigned to your Client Account.

User's First Name:

User's Last Name:

Search

FIG. 4692

202/1046



Search: Edit User | Add New User

Standard Demonstration Mode

Search User

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Click on the User Name to update the User information.

User Name	E-mail Address	Phone Number
User full name	e-mail address here	203-275-1980
User full name	e-mail address here	203-275-1980
User full name	e-mail address here	203-275-1980
User full name	e-mail address here	203-275-1980
User full name	e-mail address here	203-275-1980

◀ | ◀ Back 1 2 3 4 5 6 7 8 9 10 Next ▶ | ▶▶

283/1046

FIG 4693



Search/Edit User | Add New User

Standard Demonstration Mode

EDIT USER INFORMATION

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Update the User Information. Click Next to save any changes and view assigned Services.

First Name: Phone Number:

Middle Initial: Fax Number:

Last Name: E-mail Address:

User Name: Confirm Password:

Password:

Active:

Back Next

FIG. 4664

284/1046



Search/Edit User | Add New User

Standard Demonstration Mode

UPGRADE ACCESS RIGHTS

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Assign available Services to Vaibhava Muchhal. If you wish to remove access to any Service, then uncheck it from the list below. If you wish to grant access to a Service, then check it on the list below. Click Update to save your changes.

Brandkey Create

- Brand Knowledge Network Management Suite contains:
 - » Control Panel for Managing Brand Knowledge Network
- Brand Building Web Resources Hosting Suite contains:
 - » Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

- Virtual Kiosk Generation Suite contains:
- » Control Panel for Generating Product-Specific Virtual Kiosks
 - » Control Panel for Generating Service-Specific Virtual Kiosks
 - » Control Panel for Generating Vendor-Specific Virtual Kiosks
 - » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
 - » Control Panel for Generating Retailer-Specific Virtual Kiosks
 - » Control Panel for Generating Industry-Specific Virtual Kiosks
 - » Control Panel for Generating Corporate-Specific Virtual Kiosks
- Virtual Kiosk Installation Suite contains:

http://www.brandkey.com/bk-systems/launch-user-search-4.html
 file:///www.brandkey.com/systems/AMP5/jurohef7ng.htm

FIG. 4665

205/1046



Control Panel for Administering Users

Search/Edit User | Add New User

Standard Demonstration Mod

Permissions

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Assign available Services to Valbhava Muchhal. If you wish to remove access to any Service, then uncheck it from the list below. If you wish to grant access to a Service, then check it on the list below. Click Update to save your changes.

Brandkey Create

- Brand Information Network Management Suite contains:
 - » Control Panel for Managing Brand Information Network
- Brand Building Web Resources Hosting Suite contains:
 - » Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

- Virtual Kiosk Generation Suite contains:
- » Control Panel for Generating Product-Specific Virtual Kiosks
 - » Control Panel for Generating Service-Specific Virtual Kiosks
 - » Control Panel for Generating Vendor-Specific Virtual Kiosks
 - » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
 - » Control Panel for Generating Retailer-Specific Virtual Kiosks
 - » Control Panel for Generating Industry-Specific Virtual Kiosks
 - » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

FIG. 4695

286/1046

- * Control Panel for Installing Product-Specific Virtual Kiosks
- * Control Panel for Installing Service-Specific Virtual Kiosks
- * Control Panel for Installing Vendor-Specific Virtual Kiosks
- * Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- * Control Panel for Installing Retailer-Specific Virtual Kiosks
- * Control Panel for Installing Industry-Specific Virtual Kiosks
- * Control Panel for Installing Corporate-Specific Virtual Kiosks

Brandkey Advertise

- Virtual Kiosk Advertising Campaign Management Suite contains:
 - * Control Panel for Managing Advertising Campaigns

Brandkey Promote

- Virtual Kiosk Promotional Campaign Management Suite contains:
 - * Control Panel for Managing Promotional Campaigns

287/1046



FIG. 4696



Search Edit User Add New User

Standard Demonstration Mode

Client Account Information

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Your User Information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

First Name: John
Middle Name:
Last Name: Smith
Phone Number: 203-555-0777
Fax Number: 203-555-0778
E-mail Address: jsmith@disney.com
User Name: John
Password: Smith
Confirm Password: Smith
Active: [checked]

- Brandkey Create
Brand Information Network Management Suite contains:
Control Panel for Managing Brand Information Network
Brand Building Web Resources Hosting Suite contains:
Control Panel for Hosting Brand Building Web Resources

FIG. 4697

288/1046

209/1046

Brandkey Systems Subsystem

■ Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ✓ » Control Panel for Generating Product-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Specific Virtual Kiosks
- X » Control Panel for Generating Vendor-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Industry-Specific Virtual Kiosks
- X » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- ✓ » Control Panel for Installing Product-Specific Virtual Kiosks
- X » Control Panel for Installing Service-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- X » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Industry-Specific Virtual Kiosks
- X » Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

Virtual Kiosk Advertising Campaign Management Suite contains:

- » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

Virtual Kiosk Promotional Campaign Management Suite contains:

- » Control Panel for Managing Promotional Campaigns

FIG. 46 & 8





Search/Edit User Add New User

Standard Demonstration Mode

Administering Users

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Please enter the required information and click Next to add the New User and assign the User access to Services.

First Name:	<input type="text"/>	Phone Number:	<input type="text"/>
Middle Initial:	<input type="text"/>	Fax Number:	<input type="text"/>
Last Name:	<input type="text"/>	E-mail Address:	<input type="text"/>
User Name:	<input type="text"/>	Confirm Password:	<input type="text"/>
Password:	<input type="text"/>		

2901046



FIG. 46 HI



Search/Edit User Add New User

Admin User Information

Standard Demonstration Mode

Configure User Account

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Assign Valbhava Muchhal access to any available Service by checking it from the list below.

Brandkey Create

- Brand Information Network Management Suite contains:
 - » Control Panel for Managing Brand Information.Network
- Brand Building Web Resources Hosting Suite contains:
 - » Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

- Virtual Kiosk Generation Suite contains:
- » Control Panel for Generating Product-Specific Virtual Kiosks
 - » Control Panel for Generating Service-Specific Virtual Kiosks
 - » Control Panel for Generating Vendor-Specific Virtual Kiosks
 - » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
 - » Control Panel for Generating Retailer-Specific Virtual Kiosks
 - » Control Panel for Generating Industry-Specific Virtual Kiosks
 - » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- » Control Panel for Installing Product-Specific Virtual Kiosks

291/1046

FIG. 46HZ

292/1046



Brandkey Systems Subsystem

- » Control Panel for Installing Service-Specific Virtual Kiosks
- » Control Panel for Installing Vendor-Specific Virtual Kiosks
- » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- » Control Panel for Installing Retailer-Specific Virtual Kiosks
- » Control Panel for Installing Industry-Specific Virtual Kiosks
- » Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

- Virtual Kiosk Advertising Campaign Management Suite contains:
 - » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

- Virtual Kiosk Promotional Campaign Management Suite contains:
 - » Control Panel for Managing Promotional Campaigns

FIG. 4643



Search/Edit User | Add New User

Standard Demonstration Mode

Confirm the Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The New User, Valbhava Muchhal has been added. Please review and confirm the User Information below. If any information is not correct, then click Edit to correct and update.

First Name: John
 Middle Name:
 Last Name: Smith
 Phone Number: 203-555-0777
 Fax Number: 203-555-0778
 E-mail Address: jsmith@disney.com
 User Name: John
 Password: Smith
 Confirm Password: Smith
 Active:

Brandkey Create

- Brand Information Network Management Suite contains:
 - » Control Panel for Managing Brand Information Network
- Brand Building Web Resources Hosting Suite contains:
 - » Control Panel for Hosting Brand Building Web Resources

293/1046

FIG 46 H4

294/1046

Brandkey Systems Subsystem

■ Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ✓ » Control Panel for Generating Product-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Specific Virtual Kiosks
- X » Control Panel for Generating Vendor-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Industry-Specific Virtual Kiosks
- X » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- ✓ » Control Panel for Installing Product-Specific Virtual Kiosks
- X » Control Panel for Installing Service-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- X » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Industry-Specific Virtual Kiosks
- X » Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

Virtual Kiosk Advertising Campaign Management Suite contains:

- » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

Virtual Kiosk Promotional Campaign Management Suite contains:

- » Control Panel for Managing Promotional Campaigns

Exit Confirm

Fig. 46 HS

295/1046

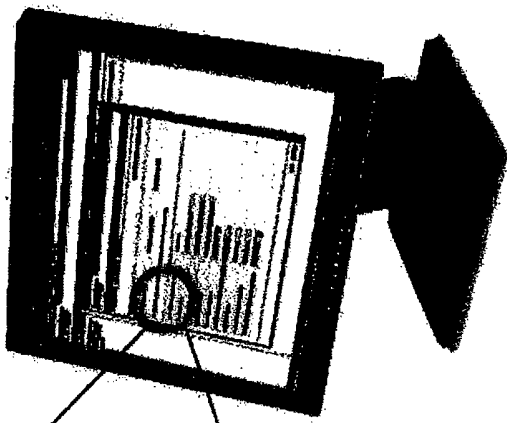


Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Control Panel for Administering Accounts

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith



Create Interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.

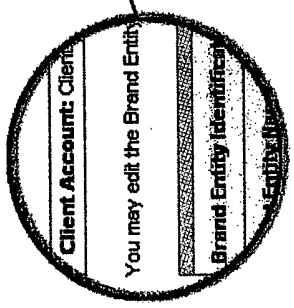


FIG. 46 I 1



Standard Demonstration Mode

Update Company Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may update Client Information here.

Client Name:

Client Address:

City:

State:

Zip/Postal Code:

Country:

Phone Number:

Fax Number:

E-mail Address:

Company Website:

Contact Person:

Contact Phone Number:

Contact Fax Number:

Contact E-mail Address:

MIN:

SPIN:

296/1046

Submit

FIG. 46 I 2

297/1046



Standard Demonstration Mode

Update Administrator Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may update your Administrator Information here. Click Next to edit your Administrator Access Rights.

First Name:	<input type="text"/>	Phone Number:	<input type="text"/>
Middle Initial:	<input type="text"/>	Fax Number:	<input type="text"/>
Last Name:	<input type="text"/>	E-mail Address:	<input type="text"/>
User Name:	<input type="text"/>	Confirm Password:	<input type="text"/>
Password:	<input type="text"/>		



FIG. 46 I 3



Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may edit your Administrator Access Rights here. Uncheck any Services to which you no longer wish to have access. Check any Services to which you wish to add access.

Brand Entity Name:

Product Descriptor (PD):

Service Descriptor (SD):

Product/Service Category: Automotive

US Trademark Registration Number:

Legal Owner of Brand Entity:

Year Brand Entity was Established:

Relationship of Administrator to Legal Owner: Brand Manager

- Brandkey Create
- Brand Knowledge Network Management Suite contains:
 - ✦ Control Panel for Managing Brand Knowledge Network
- Brand Building Web Resources Hosting Suite contains:
 - ✦ Control Panel for Hosting Brand Building Web Resources

FIG. 46I4

298/1046



Standard Demonstration Mode

Update User Account

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may edit your Administrator Access Rights here. Uncheck any Services to which you no longer wish to have access. Check any Services to which you wish to add access.

- Brandkey Create
 - Brand Information Network Management Suite contains:
 - * Control Panel for Managing Brand Information Network
 - Brand Building Web Resources Hosting Suite contains:
 - * Control Panel for Hosting Brand Building Web Resources
- Brandkey Deliver
 - Virtual Kiosk Generation Suite contains:
 - * Control Panel for Generating Product-Specific Virtual Kiosks
 - * Control Panel for Generating Service-Specific Virtual Kiosks
 - * Control Panel for Generating Vendor-Specific Virtual Kiosks
 - * Control Panel for Generating Service-Provider-Specific Virtual Kiosks
 - * Control Panel for Generating Retailer-Specific Virtual Kiosks
 - * Control Panel for Generating Industry-Specific Virtual Kiosks
 - * Control Panel for Generating Corporate-Specific Virtual Kiosks
 - Virtual Kiosk Installation Suite contains:
 -

299/1044

FIG. 46 ISA

Brandkey Systems Subsystem

- * Control Panel for Installing Product-Specific Virtual Kiosks
- * Control Panel for Installing Service-Specific Virtual Kiosks
- * Control Panel for Installing Vendor-Specific Virtual Kiosks
- * Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- * Control Panel for Installing Retailer-Specific Virtual Kiosks
- * Control Panel for Installing Industry-Specific Virtual Kiosks
- * Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

- Virtual Kiosk Advertising Campaign Management Suite contains:
 - * Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

- Virtual Kiosk Promotional Campaign Management Suite contains:
 - * Control Panel for Managing Promotional Campaigns



300/1046

FIG. 4615B

Standard Demonstration Mode

Client Account: DISNEY

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Your Administrator Information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

First Name: John
 Middle Name: Smith
 Last Name: Smith
 Phone Number: 203-555-0777
 Fax Number: 203-555-0778
 E-mail Address: jsmith@disney.com
 User Name: John
 Password: Smith
 Confirm Password: Smith
 Active:

- Brandkey Create
- Brand Information Network Management Suite contains:
 - » Control Panel for Managing Brand Information Network
- Brand Building Web Resources Hosting Suite contains:
 - » Control Panel for Hosting Brand Building Web Resources

FIG. 46 I 6

301/2046

302/1046

■ Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ✓ » Control Panel for Generating Product-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Specific Virtual Kiosks
- X » Control Panel for Generating Vendor-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Industry-Specific Virtual Kiosks
- X » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- ✓ » Control Panel for Installing Product-Specific Virtual Kiosks
- X » Control Panel for Installing Service-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- X » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Industry-Specific Virtual Kiosks
- X » Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

Virtual Kiosk Advertising Campaign Management Suite contains:

- » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

Virtual Kiosk Promotional Campaign Management Suite contains:

- » Control Panel for Managing Promotional Campaigns

FIG. 4617

EXIT Confirm



Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may update the list of Services available to your Client Account here. Uncheck any Services you no longer wish to access. Check any Services to which you wish to add access. Your request for Additional Services will be sent to your Account Manager for review and approval of the requested Services.

Brandkey Create

- Brand Information Network Management Suite contains:
 - * Control Panel for Managing Brand Information Network
- Brand Building Web Resources Hosting Suite contains:
 - * Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

- Virtual Kiosk Generation Suite contains:
- * Control Panel for Generating Product-Specific Virtual Kiosks
 - * Control Panel for Generating Service-Specific Virtual Kiosks
 - * Control Panel for Generating Vendor-Specific Virtual Kiosks
 - * Control Panel for Generating Service-Provider-Specific Virtual Kiosks
 - * Control Panel for Generating Retailer-Specific Virtual Kiosks
 - * Control Panel for Generating Industry-Specific Virtual Kiosks
 - * Control Panel for Generating Corporate-Specific Virtual Kiosks
- Virtual Kiosk Installation Suite contains:

Virtual Kiosk Installation Suite contains:

FIG. 4618

303/1046

304/1046



- * Control Panel for Installing Product-Specific Virtual Kiosk
- * Control Panel for Installing Service-Specific Virtual Kiosk
- * Control Panel for Installing Vendor-Specific Virtual Kiosk
- * Control Panel for Installing Service-Provider Specific Virtual Kiosk
- * Control Panel for Installing Retailer-Specific Virtual Kiosk
- * Control Panel for Installing Industry-Specific Virtual Kiosk
- * Control Panel for Installing Corporate-Specific Virtual Kiosk

■ Brandkey Advertise

- Virtual Kiosk Advertising Campaign Management Suite contains:
 - * Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

- Virtual Kiosk Promotional Campaign Management Suite contains:
 - * Control Panel for Managing Promotional Campaigns

FIG. 46 I 9



Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Control Panel for Administering Accounts

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Your request to update your Available Services has been sent to your Account Manager, who will review the request and update your Client Account appropriately.

Once your Services have been updated, you will receive an e-mail from your Account Manager advising you that your request has been approved.

If you requested Additional Services and the request has been approved, then you will need to assign Users to those Services.

If you requested for Services to be removed, then Users' Access Rights to those Services will be automatically removed by the System when those Services are removed from your Client Account.

305/1046

FIG. 46I10



Central Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Add New Brand Entity

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please enter the Brand Entity Information requested below to add a new Brand Entity to your Client Account. If you do not wish to add a new Brand Entity, then click Next to select the Brand Entity you wish to edit

Brand Entity Name:

Product Descriptor (PD):

Service Descriptor (SD):

Product/Service Category:

US Trademark Registration Number:

Legal Owner of Brand Entity:

Year Brand Entity was Established:

Relationship of Administrator to Legal Owner:

306/1046

Add TradeMark Next

FIG 46I 11



Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents
Add New Brand Entity | Edit Brand Entity | Edit Brand Entity

Standard Demonstration Mod

Add New Brand Entity

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please enter the Brand Entity Information requested below to add a new Brand Entity to your Client Account. Click the Add Trademarks button to add new Trademarks or Servicemarks for the Brand Entity you entered on this screen. If you do not wish to add a new Brand Entity, then click Next to select the Brand Entity you wish to edit

Brand Entity Name:

Product Descriptor (PD):

Service Descriptor (SD):

Product/Service Category:

US Trademark Registration Number:

Legal Owner of Brand Entity:

Year Brand Entity was Established:

Relationship of Administrator to Legal Owner:

307/1046

Add Trademarks | Next



Standard Demonstration Mode

ADD TRADEMARKS TO SERVICE PORTFOLIO

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please enter the Trademarks for the new Brand Entity added to your Client Account. If the Trademark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Trademark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Trademark Portfolio.

Please enter the Service Marks for the new Brand Entity added to your Client Account. If the Service Mark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Service Mark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Service Mark Portfolio.

Click the Next button to edit existing Brand Entities linked to your Client Account.

Portfolio of Trademarks (TM)/Service Marks (SM):

New Text-Based Trademark/Service Mark:

Empty text input field

New File-Based Trademark/Service Mark:

Empty text input field

Browse

Update Next

FIG. 46 I12

300/1046



Standard Demonstration Mod

SELECT THE ENTITY

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please select the Brand Entity you wish to edit by clicking on the Brand Entity Identification Number.

Brand Entity Identification Number	Trademark (TM) / Servicemark (SM)	Product Descriptor (PD) / Service Descriptor (SD)	US Trademark / Servicemark Registration No.	Legal Owner of Brand Entity	Relationship of Administrator to Legal Owner
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship

◀ ◀ ◀ Back 1 2 3 4 5 Next ▶ ▶ ▶

309/1046

FIG. 46 F 13



Update Company Info | Update Admin. Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

BRANDKEY SYSTEMS

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may edit the Brand Entity Information here. Click Submit to save the changes you make.

Brand Entity Identification Number: 09009876-09

Brand Entity Name: Here will go the trademark

Product Descriptor (PD): Here will go the product description

Service Descriptor (SD): Here will go the service description

Product/Service Category: Automotive

US Trademark/Service Mark Registration Number: 098909388-098

Legal Owner Brand: Brand owner

Year Brand Entity was Established: Name of owner

Relationship of Administrator to Legal Owner: Brand Manager

Back Submit

FIG. 46 I 14

310/1046



Control Panel for Administering Accounts

Update Company Info | Update Admin. Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Service Marks Portfolio

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please edit the Trademarks for the selected Brand Entity. If the Trademark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Trademark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Trademark Portfolio.

Please edit the Service Marks for the selected Brand Entity. If the Service Mark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Service Mark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Servicemark Portfolio.

Click the Update button to save your changes.

Portfolio of Trademarks (TM)/Service Marks (SM):

New Text-Based Trademark/Service Mark:

New Image-Based Trademark/Service Mark:

FIG. 46 F15

311/1046



Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Confirm Brand Entity Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Your Brand Entity Information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Brand Entity Identification Number: 09009876-09
 Here will go the brand entity name

Product Descriptor (PD):
 Here will go the product description

Service Descriptor (SD):
 Here will go the service description

Product/Service Category: Automotive

US Trademark/Service Mark Registration Number: 088909388-098
 Legal Owner Brand: Brand owner

Year Brand Entity was Established: 1921
 Relationship of Administrator to Legal Owner: Brand Manager

Portfolio of Trademarks (TM)/Service Marks (SM):



FIG. 46 I 16

312/1046



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Advertising Agents have been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To decertify any Advertising Agents, simply uncheck their Certified status and click the Submit button.

Advertising Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input checked="" type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input checked="" type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input checked="" type="checkbox"/>

313/1046

The following Advertising Agents have not been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To certify any Advertising Agents, simply check their Certified status and click the Submit button.

Advertising Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input type="checkbox"/>

FIG. 46 I 17



31A/1046

FIG. 46 I 18



Control Panel For Administering Accounts

Update Company Info | Update Admin. Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mod

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Promotional Agents have been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To decertify any Promotional Agents, simply uncheck their Certified status and click the Submit button.

Promotional Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input checked="" type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input checked="" type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input checked="" type="checkbox"/>

315/1046

The following Promotional Agents have not yet been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To certify any Promotional Agents, simply check their Certified status and click the Submit button.

Promotional Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input type="checkbox"/>

FIG. 46 I 19



316/1046

FIG. 46 IZO



Control Panel for Administering Ad/Promo Privileges

View/Edit Ad/Promo Privileges For Installed Virtual Kiosks

Standard Demonstration Mode

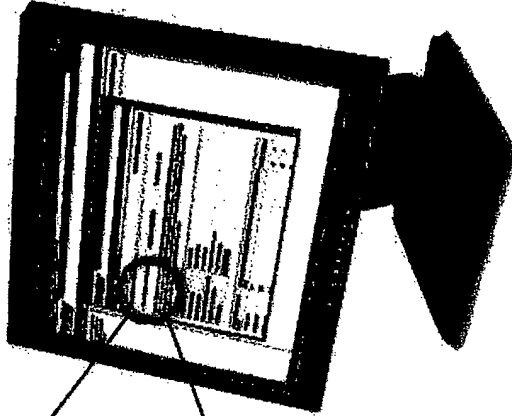
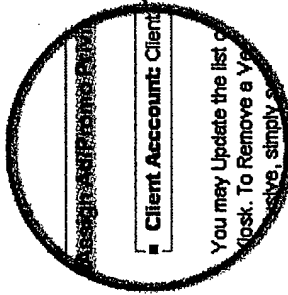
Control Panel for Administering Ad/Promo Privileges

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.



317/1040

FIG. 46J1

Control Panel for Administering Ad/Promo Privileges



View/Edit Ad/Promo Privileges For Installed Virtual Kiosks

Standard Demonstration Mode

Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Virtual Kiosks have been installed. Click on the Virtual Kiosk Serial Number to view detailed information about the Types of Advertisement and Promotion Privileges assigned to the Virtual Kiosk.

Virtual Kiosk ID	Virtual Kiosk Serial Number	Virtual Kiosk Name	Virtual Kiosk Type	Virtual Kiosk Installation Location	Privilege Type
Virtual Kiosk ID 1		Virtual Kiosk name 1	Virtual Kiosk Type 1	Virtual Kiosk Installation Location 1	Privilege Type 1
Virtual Kiosk ID 2		Virtual Kiosk name 2	Virtual Kiosk Type 2	Virtual Kiosk Installation Location 2	Privilege Type 2
Virtual Kiosk ID 3		Virtual Kiosk name 3	Virtual Kiosk Type 3	Virtual Kiosk Installation Location 3	Privilege Type 3
Virtual Kiosk ID 4		Virtual Kiosk name 4	Virtual Kiosk Type 4	Virtual Kiosk Installation Location 4	Privilege Type 4
Virtual Kiosk ID 5		Virtual Kiosk name 5	Virtual Kiosk Type 5	Virtual Kiosk Installation Location 5	Privilege Type 5

Back 1 2 3 4 5 Next

318/1046

FIG. 46J2



Control Panel for Administering Ad Promo Privileges

View/Edit Ad Promo Privileges For Installed Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may Update the list of Vendors and Service Providers who have been assigned Advertisement and Promotional Privileges on the selected Virtual Kiosk. To Remove a Vendor or Service Provider from the list, simply uncheck the Shared checkbox. To make a Vendor's or Service Provider's Privileges exclusive, simply select the Exclusive radio button. To assign more Vendors or Service Providers to the selected Virtual Kiosk, click on the Add Vendor/Service Provider button. Click the Submit button to save your changes.

Virtual Kiosk ID: Virtual Kiosk ID
 Virtual Kiosk Name: Virtual Kiosk Name
 Virtual Kiosk Type: Virtual Kiosk Type
 Virtual Kiosk Installation Location: Virtual Kiosk Installation Location
 Virtual Kiosk Installed By: Virtual Kiosk Installed By
 Privilege Type: Not Allowed

319/1046

Vendor/Service Provider Name	Manufacturer Identification Number (MIN) / Service Provider Identification Number (SPIN)	Shared	Exclusive
Vendor name 1	MIN 1	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vendor name 2	MIN 2	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vendor name 3	MIN 3	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vendor name 4	MIN 4	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vendor name 5	MIN 5	<input checked="" type="checkbox"/>	<input type="checkbox"/>

« Back 1 2 3 4 5 Next »

FIG. 46 J3

Add Vendor

Submit

320/1046

FIG. 46 J4



Control Panel for Administering AdPromo Privileges

View/Edit AdPromo Privileges For Installed Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Vendors/Service Providers to which you wish to assign Advertisement and Promotion Privileges for the selected Virtual Kiosk:

Vendor/Service Provider Name:

Manufacturer Identification Number (MIN)/
Service Provider Identification Number (SPIN):

City:

State:

Zip/Postal Code:

Country:

326/1046



FIG 46 K1



Control Panel for Administering Ad/Promo Privileges

View/Edit Ad/Promo Privileges For Installed Virtual Kiosks

Standard Demonstration Mode

Assign Vendors

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Vendors/Service Providers to which you wish to assign Advertisement and Promotion Privileges for the selected Virtual Kiosk. Check the Shared checkbox to assign Shared Privileges. Select the Exclusive radio button to assign Exclusive Privileges for a specific Vendor/Service Provider.

Vendor/Service Provider Name	Manufacturer Identification Number (MIN) / Service Provider Identification Number (SPIN)	No. of Products/Services on Virtual Kiosk	Shared	Exclusive
Vendor Name 1	MIN 1	1000	<input type="checkbox"/>	<input type="radio"/>
Vendor Name 2	MIN 2	1000	<input type="checkbox"/>	<input type="radio"/>
Vendor Name 3	MIN 3	1000	<input type="checkbox"/>	<input type="radio"/>
Vendor Name 4	MIN 4	1000	<input type="checkbox"/>	<input type="radio"/>
Vendor Name 5	MIN 5	1000	<input type="checkbox"/>	<input type="radio"/>

322/1046

◀ Back 1 2 3 4 5 Next ▶▶



FIG. 46 KZ

323/1046

Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

Brandkey Create Subsystem | Brand Information Networks that empower brands | Brandkey Create Subsystem | Brandkey Create Subsystem | Brandkey Create Subsystem

Brandkey™ create

Tutorials
• Brandkey Create

Create

Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded products and services.

FIG. 47A1

32A/1046



Brandkey Create Subsystem Benefits - Standard Demonstration Mod

- ▶ Brand Managers
- ▶ Advertising Agents
- ▶ Promotional Agents
- ▶ Full Service Agents
- ▶ Marketing Consultants
- ▶ Brand Consultants
- ▶ Trademark Attorneys

Brandkey Create™ Subsystem employs the latest advances in cognitive science and learning theory to enable brand managers and their team members to simply create and deploy multi-level interactive audio-visual models of product brands represented in the Brand Knowledge Networks.

These Brand Knowledge Networks are constructed upon a network of brand-building information links located at the nodes in the Brand Knowledge Network. Each node in the Network can be encoded with brand-identifying graphics and audio clips selected by the brand manager's team and will build and reinforce the Brand Image intended by the brand management team.

By bolstering the intended Brand Image associated with each brand entity registered with the Brandkey Systems™ Network, brand management teams can effectively combat the forces of brand-related confusion, erosion and dilution created by marketplace clutter.

The results of delivering Brand Knowledge Networks to consumers at Internet-based touchpoints before, during and after purchases, are:

- (1) consumers learn about and remember what is relevant and important about the particular brand entities represented by the delivered Brand Knowledge Network;
- (2) brand managers build stronger, more powerful brands in the minds and hearts of consumers; and
- (3) stronger, more powerful brands increase the level of influence that brand manager's have along the manufacturer's distribution channels.

4

FIG. 47AZ

325/1044

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

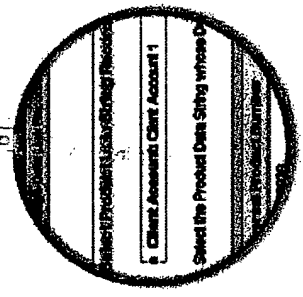
Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

Brandkey Create Subsystem Benefits


Brand Information Network Management Suite - Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Manage Branded Products and Services
 Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks
 Create Interactive Brand Information Networks designed to communicate the essential value and character.



Configure Branded Products and Services
 Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 47B1



Select Brand Entry

Control Panel for Managing Brand Information Network

Standard Demonstration Mode

Control Panel for Managing Brand Information Network

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Creates Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.

326/1046

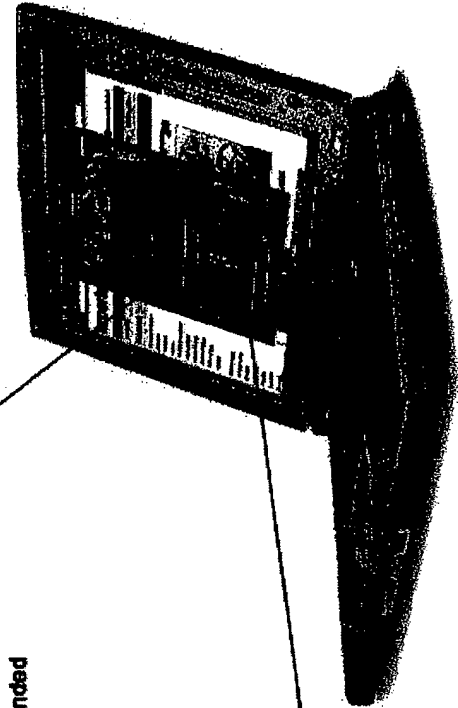
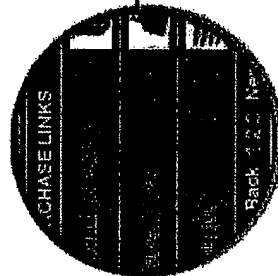


FIG 47B2



Control Panel for Managing Brand Information Network

Select Brand Entity

Standard Demonstration Mod

Select Brand Entity

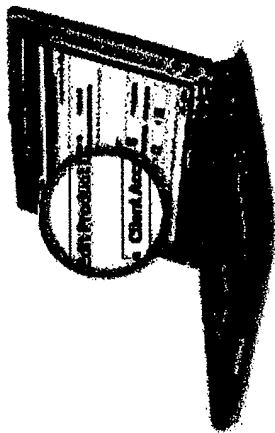
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 47B3

327/1040



Control Panel for Managing Brand Information Network

Select Brand Entity

Standard Demonstration Mod

SELECT BRAND ENTITY

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Brand Entity associated with your Client Account, on which you currently wish to work.

Brand Entity: Brand Entity 1

328/1046



FIG. 47B4



Control Panel for Managing Brand Information Network

Select Brand Entity
Subsidiary Entity

Standard Demonstration Mode

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Brand Entity 2 has been set as your Current Active Brand Entity. You may select a different Brand Entity at any time by clicking on the Select Brand Entity service.

329/1046



FIG. 47B5



Control Panel for Managing Brand Information Network

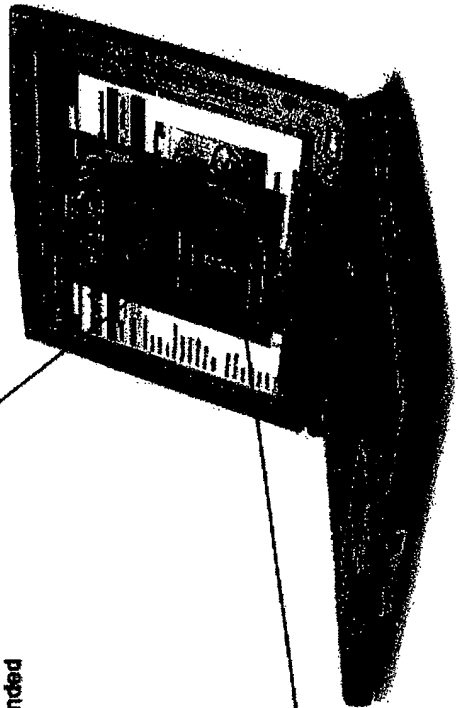
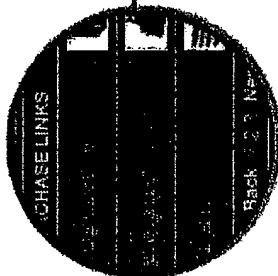
Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mod

Control Panel for Managing Brand Information Network

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.



820/1046

FIG. 47 B6



Control Panel for Managing Brand Information Network

Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

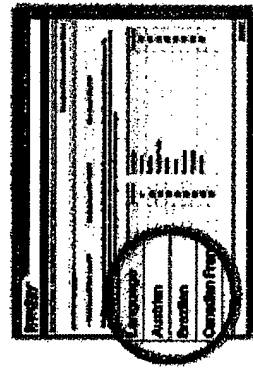
Standard Demonstration Mode

Configure Control Panel

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

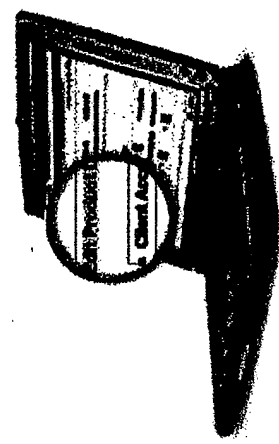
Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.



332V/1046

FIG. 47B7



Standard Demonstration Mode

Maximum Number of Active Nodes

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Set the maximum number of Active Nodes that can be displayed in the Brand Information Network for each of the Vendor's Products.

Set the maximum number of Active Nodes that can be displayed in the Brand Information Network for each of the Service Provider's Services.

Maximum Number of Active Nodes: 3

Next

FIG 47B8

332/1046



Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Select Node Indices

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the different indices which you wish to activate for each Node in your Brand Information Networks.

- Activate Text Support at Node Link-Indexing
- Activate Node Label Font Link-Indexing
- Activate Graphic Image Supported at Node Link-Indexing
- Activate Sound File Supported at Node Link-Indexing
- Activate Pre/Post-Purchase Type Link-Indexing
- Activate Brand Identification Link-Indexing
- Activate Purchase Enabling Link-Indexing
- Activate Advertisement/Promotion Link-Indexing
- Activate Brand Value Indication Measurement
- Activate Brand Value Voting Selection

333-1046



FIG 4789



Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mod

Select Model Languages

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Languages you wish to have available for creating Data Link Records. To add a Language, click on the checkbox for that Language. To remove a Language, uncheck the checkbox for that Language. If you remove a Language which has Data Link Records associated with it, then those Data Link Records shall be reset to the default Language which is English. Click Finish to save your changes.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

334/1046



FIG. 47B10



Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

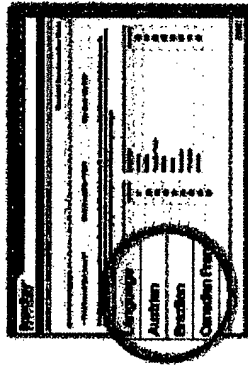
Standard Demonstration Mode

Manage Product Data Strings

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

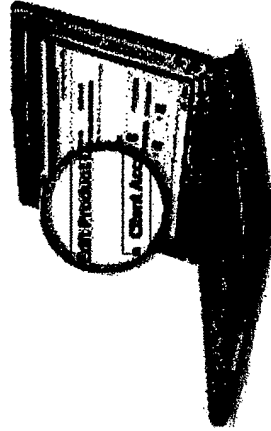


FIG. 47B11

335/1046



Control Panel for Managing Brand Information Network

Select Brand Entry | Configure Control Panel | Manage Product Data Links | Manage Product Data Links

Import Brand String (New)

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

This service will be implemented in a future release.

336/1046

FIG. 47B12



Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Search for Brandkey Data String Record:

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Product Data String Record you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity or Product Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Product Data String search.

Search for Brandkey Data String Record: Universal Product Number

Search for the Service Data String Record you wish to View/Edit. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity or Service Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Service Data String search.

Search for Brandkey Data String Record: Universal Service Number



Standard Demonstration Mode

Search for Brandkey Data String Record:

FIG. 47B13

337/1046

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Product Data String you wish to View/Edit, by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002
<u>9909930-00939</u>	Iomega	Jaz® Discs 2002
<u>9909930-00939</u>	Gatorade	Gatorade USA 2002
<u>9909930-00939</u>	Nike	Just Do It
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String you wish to View/Edit, by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002
<u>9909930-00939</u>	Iomega	Jaz® Discs 2002
<u>9909930-00939</u>	Gatorade	Gatorade USA 2002
<u>9909930-00939</u>	Nike	Just Do It
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

330/1046

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may Edit the Product Data String Information here. Click Update to save your changes. Click Back to return to the Search Results.

FIG. 47B14

Brandkey Create Subsystem

Universal Product Number Type:



Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Description

Trademarks (TM):

- Here will go the Trademark  Here will go the Trademark
- Here will go the Trademark Here will go the Trademark
- Here will go the Trademark  Here will go the Trademark

You may edit the Service Data String Information here. Click Update to save your changes. Click Back to return to the Search Results.

Universal Service Number Type:



Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Description

Service Marks (SM):

- Here will go the Servicemark  Here will go the Servicemark
- Here will go the Servicemark Here will go the Servicemark
- Here will go the Servicemark  Here will go the Servicemark

339j 1046

FIG. 47B15



Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Your Product Data String information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Universal Product Number Type: Universal Product Number Type

Universal Product Number (UPN): 9909930-00939

Product Descriptor (PD): Here will go the Product Descriptor

Trademarks (TM): Here will go the Trademark  Here will go the Trademark

Here will go the Trademark  Here will go the Trademark

Here will go the Trademark  Here will go the Trademark

349/1046

Your Service Data String information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Universal Service Number Type: Universal Service Number Type

Universal Service Number (USN): 9909930-00939

Service Descriptor (SD): Here will go the Service Descriptor

Service Marks (SM): Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

FIG. H7B16A

Here will go the Servicemark



341/1046

FIG. 47B16B



Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

MANAGING PRODUCT DATA STRINGS

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Enter the required Brand-Related Keys (UPN/TM/PD) for the Product Data String Record. Click Add to save the new Product Data String Record to your list of Product Data Strings.

Universal Product Number Type:

Universal Product Number (UPN):

Product Descriptor (PD):

Trademarks (TM):

Here will go the Trademark Here will go the Trademark

Here will go the Trade Mark Here will go the Trademark

Here will go the Trademark

3A2/1046

Enter the required Brand-Related Keys (USN/SM/SD) for the Service Data String Record. Click Add to save the new Service Data String Record to your list of Service Data Strings.

Universal Service Number Type:




Universal Service Number (USN):

Service Descriptor (SD):

FIG. 47B17

Brandkey Create Subsystem

Service mark (SM):

<input type="checkbox"/> Here will go the Servicemark		<input type="checkbox"/> Here will go the Servicemark	<input type="checkbox"/> Here will go the Servicemark
<input type="checkbox"/> Here will go the Servicemark		<input type="checkbox"/> Here will go the Servicemark	<input type="checkbox"/> Here will go the Servicemark
<input type="checkbox"/> Here will go the Servicemark		<input type="checkbox"/> Here will go the Servicemark	<input type="checkbox"/> Here will go the Servicemark





Add New

Standard Demonstration Mode

Confirm New Product Data String

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

The new Product Data String Brand-Related Keys (UPN/TM/PD) have been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Universal Product Number Type:	Universal Product Number Type		
Universal Product Number (UPN):	9809930-00939		
Product Descriptor (PD):	Here will go the Product Descriptor		Here will go the Trademark
Trademarks (TM):	Here will go the Trademark		Here will go the Trademark
		Here will go the Trademark	Here will go the Trademark
			
		Here will go the Trademark	Here will go the Trademark

3A3/1046

FIG. 47 B18

3AA/1046

The new Service Data String (USN/SM/SD) have been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Universal Service Number Type: Universal Service Number Type

Universal Service Number (USN): 9909930-00939

Service Descriptor (SD): Here will go the Service Descriptor

Service Descriptor (SM): Here will go the Service Descriptor

Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark



FIG. 47B19

315/1046

Brandkey Create Subsystem



Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data | Manage Product Data Links

Standard Demonstration Mod

Synchronize Data Strings

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

This service will be implemented in a future release.

FIG. 47B20



Control Panel for Managing Brand Information Network

Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Manage Product Data Links

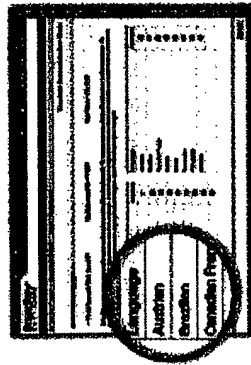
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

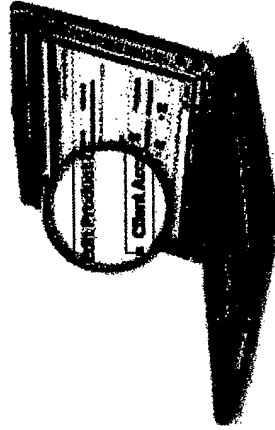
Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.



346/1046

FIG. 47B21



Standard Demonstration Mod

Search for Product Data String Records | Search for Service Data String Records

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Product Data String Record whose related Data Links (URLs) you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Brandkey Data String Record: Universal Product Number

By:

Search for the Service Data String Record whose related Data Links (URLs) you wish to View/Edit. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Brandkey Data String Record: Universal Service Number

By:



Standard Demonstration Mode

Select Product Data String Record | Select Service Data String Record

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

FIG. 47BZZ

347/1046

Brandkey Create Subsystem

Select the Product Data String whose Data Links (URLs) you wish to View/Edit, by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002
<u>9909930-00939</u>	Iomega	Jaz® Discs 2002
<u>9909930-00939</u>	Gatorade	Gatorade USA 2002
<u>9909930-00939</u>	Nike	Just Do It
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String whose Data Links (URLs) you wish to View/Edit, by clicking on its Universal Service Number.


Universal Service Number	Brand Entity Name	Service Name
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002
<u>9909930-00939</u>	Iomega	Jaz® Discs 2002
<u>9909930-00939</u>	Gatorade	Gatorade USA 2002
<u>9909930-00939</u>	Nike	Just Do It
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002


◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶


348/1046


FIG. 47B23

Brandkey Create Subsystem

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

350/1040

ACTIVE Inactive All Active Links All Inactive Links All Links

URL at Node:

Text at Node:

Node Label:

Graphic Image Supported at Node: 

Sound File Supported at Node:

Type of Purchase Link: Pre-Purchase Link Post-Purchase Link

Index as Brand Entity Link: Yes No

Index as Purchase Enabling Link: Yes No

Index as Advertisement/Promotional Link: Advertisement Promotion

Enable Advertisement/Promotion Spot Selection: Advertisement Promotion

- Data Link Languages:
- English Spanish French German Japanese
 - Dutch Italian Chinese Danish Austrian
 - Brazilian Canadian French Catalan Finnish Norwegian

FIG. 47B24B

Portuguese Swedish

Enable Brand Value Voting:
 Yes No

Brand Value Indication Measurement:
* ** *** **** *****

Active Node:
 Yes No

44 | < Back 1 2 3 4 5 Next > | ▶▶

351 / 1046

FIG. 47B24C




Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links


Standard Demonstration Mode


EDITING CONTROL PANEL RECORDS | EDITING SERVICE DATA LINK RECORDS

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may edit the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Update to save your changes. Click Back to select a different Product Data String. Click Next to define the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN): 9909930-00939 Here will go the Trademark  Here will go the Trademark

Product Descriptor (PD): Here will go the Product Descriptor Here will go the Trademark  Here will go the Trademark

Trademark (TM): Here will go the Trademark  Here will go the Trademark

You may edit the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Update to save your changes. Click Back to select a different Service Data String. Click Next to define the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN): 9909930-00939 Here will go the Service Descriptor
Service Descriptor (SD): Here will go the Service Descriptor
Servicemark (SM):

FIG. 47B24D

352/1046

353/1046

Brandkey Create Subsystem

Here will go the Servicemark



Here will go the Servicemark

Here will go the Servicemark



Here will go the Servicemark

Here will go the Servicemark



Here will go the Servicemark

Active INACTIVE All Active Links All Inactive Links All Links

URL at Node:

Text at Node:

Node Label:

Graphic Image Supported at Node:

Sound File Supported at Node:

Type of Purchase Link: Pre-Purchase Link Post-Purchase Link

Index as Brand Entity Link: Yes No

Index as Purchase Enabling Link: Yes No

Index as Advertisement/Promotional Link: Advertisement Promotion

Enable Advertisement/Promotion Spot Selection: Advertisement Promotion

- Data Link Languages:
- English
 - French
 - German
 - Japanese
 - Dutch
 - Italian
 - Chinese
 - Danish
 - Austrian
 - Spanish

FIG. 47B24E

354/1046

Brandkey Create Subsystem

- Brazilian
- Canadian French
- Catalan
- Finnish
- Norwegian
- Portuguese
- Swedish

Enable Brand Value Voting:
 Yes No

Brand Value Indication Measurement:
 * ** *** **** *****

Active Node:
 Yes No



44 | 4 Back 1 2 3 4 5 Next | >>



FIG. 47B24F

Brandkey Create Subsystem

Control Panel for Managing Brand Information Network







Select Brand Entry | Configure Control Panel | Manage Product Data Settings | Manage Product Data Links

Standard Demonstration Mode

MANAGING DATA LINKS

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Below is a list of all the Active Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):	9909930-00939		
Product Descriptor (PD):	Here will go the Product Descriptor		
Trademarks (TM):	Here will go the Trademark		Here will go the Trademark
			Here will go the Trademark
			Here will go the Trademark
			Here will go the Trademark

355/1046

Below is a list of all the Active Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Service Data String.


Universal Service Number (USN):	9909930-00939		
Service Descriptor (SD):	Here will go the Service Descriptor		
Service Mark (SM):	Here will go the Servicemark		Here will go the Servicemark

FIG. 47B24G

Brandkey Create Subsystem

Here will go the Servicemark  Here will go the Servicemark  Here will go the Servicemark 

Active Inactive **ALL ACTIVE LINKS** All Inactive Links All Links

Select Node Label Language:

URL at Node	Text at Node	Active
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	<input type="checkbox"/>
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	<input type="checkbox"/>
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	<input type="checkbox"/>
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	<input type="checkbox"/>
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	<input type="checkbox"/>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Back Next

356/1046

FIG. 47B24H

Brandkey Create Subsystem



Control Panel for Managing Brand Information Network

Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Manage Product Data Links

User Name: John Smith

Client Account No: 7145001

Client Account: DISNEY

Below is a list of all the Inactive Data Links (URLs) associated with the selected Product Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN): 9909930-00939

Product Descriptor (PD): Here will go the Product Descriptor

Trademark (TM): Here will go the Trademark

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Below is a list of all the Inactive Data Links (URLs) associated with the selected Service Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN): 9909930-00939


Service Descriptor (SD): Here will go the Service Descriptor


Service Mark (SM):


FIG. B24I


357/1046

3587/1046


Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark


Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Active Inactive All Active Links ALL INACTIVE LINKS All Links

Select Data Link Language: 

URL at Node	Text at Node	Active
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	<input type="checkbox"/>
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	<input type="checkbox"/>
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	<input type="checkbox"/>
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	<input type="checkbox"/>
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	<input type="checkbox"/>



◀ Back 1 2 3 4 5 Next ▶▶

FIG. 47B 24 J



Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Below is a list of all the Data Links (URLs) associated with the selected Product Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also Deactivate any Data Link (URL) by unchecking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN): 9909930-00939

Product Descriptor (PD): Here will go the Product Descriptor

Trademark (TM): Here will go the Trademark

Here will go the Trademark

Here will go the Trademark

Here will go the Trademark

Below is a list of all the Data Links (URLs) associated with the selected Service Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also Deactivate any Data Link (URL) by unchecking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN): 9909930-00939

Service Descriptor (SD): Here will go the Service Descriptor


FIG. 47B24K


359/1046


3601046

Brandkey Create Subsystem

ServiceMark (SM):

Here will go the Servicemark  Here will go the Servicemark

 Here will go the Servicemark Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Active Inactive All Active Links All Inactive Links ALL LINKS

Select Data Link Language:



URL at Node	Text at Node	Active
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	<input checked="" type="checkbox"/>
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	<input type="checkbox"/>
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	<input checked="" type="checkbox"/>
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	<input checked="" type="checkbox"/>



4 | 4 Back 1 2 3 4 5 Next > >>



FIG. 47B24L

Brandkey Create Subsystem



Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Select Display Schema

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please select the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Please select the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Brand Information Network Display Schema:

- Pre/Post Purchase Display Schema
- Simplex Display Schema
- Complex Display Schema

301/1046

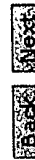


FIG. 47B24M



Standard Demonstration Mode

Customize the Display Schema

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please select the Customization options for the selected Display Schema. Click Next to preview your selections.

Background Color:

Background Image:

Node Label Font:

Node Label Font Color:

362/1046



FIG. 47 B24N

Brandkey Create Subsystem

Control Panel for Managing Brand Information Network



Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

~~CONFIDENTIAL~~

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please review the customized Display Schema for the Product Data Links (URLs) associated with the selected Product Data String. Click Edit to make further changes. Click Confirm to save this Display Schema design.

Please review the customized Display Schema for the Service Data Links (URLs) associated with the selected Service Data String. Click Edit to make further changes. Click Confirm to save this Display Schema design.

place representation of Pre-Post Purchase Display Schema here

36 3/1046



FIG. 47B240

6/16/2003



Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Search for Product Data String Records

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Product Data String Record for which you wish to Add a New Product Data Link (URL). You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Brandkey Data String Record: [text box] By: Universal Product Number [dropdown]

Search for Service Data String Records Search for the Service Data String Record for which you wish to Add a New Service Data Link (URL). You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search. Search for Brandkey Data String Record: [text box] By: Universal Service Number [dropdown]



Standard Demonstration Mode

Search for Product Data String Records

FIG. 47 BZ4P

364/1046

Brandkey Create Subsystem

Select the Product Data String for which you wish to Add a New Product Data Link (URL), by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002
<u>9909930-00939</u>	Iomega	Jaz® Discs 2002
<u>9909930-00939</u>	Gatorade	Gatorade USA 2002
<u>9909930-00939</u>	Nike	Just Do It
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String for which you wish to Add a New Service Data Link (URL), by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002
<u>9909930-00939</u>	Iomega	Jaz® Discs 2002
<u>9909930-00939</u>	Gatorade	Gatorade USA 2002
<u>9909930-00939</u>	Nike	Just Do It
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Enter the required information for the new Product Data Link Record. Click Add to save the new Product Data Link Record for the selected Product Data String.

FIG. 47BZS

http://www.brandkeysystems.com/bk_create/m_control_panel_link_create.html

5/6/2003

365/1046

Brandkey Create Subsystem

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Product Data String for which you wish to Add a New Product Data Link (URL), by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002
<u>9909930-00939</u>	Iomega	Jaz® Discs 2002
<u>9909930-00939</u>	Gatorade	Gatorade USA 2002
<u>9909930-00939</u>	Nike	Just Do It
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String for which you wish to Add a New Service Data Link (URL), by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002
<u>9909930-00939</u>	Iomega	Jaz® Discs 2002
<u>9909930-00939</u>	Gatorade	Gatorade USA 2002
<u>9909930-00939</u>	Nike	Just Do It
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

360/1040

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Enter the required information for the new Product Data Link Record. Click Add to save the new Product Data Link Record for the selected Product Data

FIG. 47B25

http://www.brandkeysystems.com/bk_create/m_control_panel_link_create.html

Standard Demonstration Mode

Brandkey Create Subsystem

String.

Universal Product Number (UPN): 9909930-00939

Product Description (PD): Here will go the Product Description

Trade Mark (TM): Here will go the Trademark Here will go the Trademark

Here will go the Trademark Here will go the Trademark

Here will go the Trademark Here will go the Trademark

Enter the required information for the new Service Data Link Record. Click Add to save the new Service Data Link Record for the Indicated Service Data String.

Universal Service Number (USN): 9909930-00939

Service Description (SD): Here will go the Service Description

Service Mark (SM): Here will go the Servicemark Here will go the Servicemark

Here will go the Servicemark Here will go the Servicemark

Here will go the Servicemark Here will go the Servicemark

URL at Node:

Text at Node:

Node Label:

Three empty rectangular input fields for URL at Node, Text at Node, and Node Label.

FIG. 47 B 26

367/1046

Brandkey Create Subsystem

Graphic Image Supported at Node:

Sound File Supported at Node:

Type of Purchase Link:

Pre-Purchase Link Post-Purchase Link

Index as Brand Entity Link:

Yes No

Index as Purchase Enabling Link:

Yes No

Index as Advertisement/Promotion Link:

Advertisement Promotion

Enable Advertisement/Promotion Spot Selection:

Advertisement Promotion

Data Link Language:

English Spanish French German Japanese
 Dutch Italian Chinese Danish Austrian
 Brazilian Canadian French Catalan Finnish Norwegian
 Portuguese Swedish

Enable Brand Value Voting:

Yes No

Active Node:

Yes No

368/1046



FIG 47B27

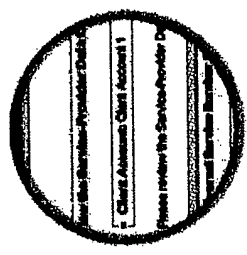


- Brandkey systems
- Brandkey create
- Brandkey deliver
- Brandkey advertise
- Brandkey promote

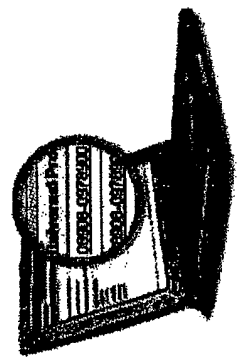
Brand Building Web Resources Hosting Suite - Standard Demonstration Mode

► Launch Control Panel for Hosting Brand Building Web Resources

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith



View Branded Products, Services, and Branded Information Networks
Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Building Resources
Create Interactive Brand Information Networks designed to communicate the essential value and character.

369/1046

FIG. 47C1

Control Panel for Hosting Brand Building Web Resources



Select Brand Entity

Standard Demonstration Mode

Control Panel for Hosting Brand Building Web Resources

User Name: John Smith

Client Account No: 7145001

Client Account: DISNEY

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.

370/1046

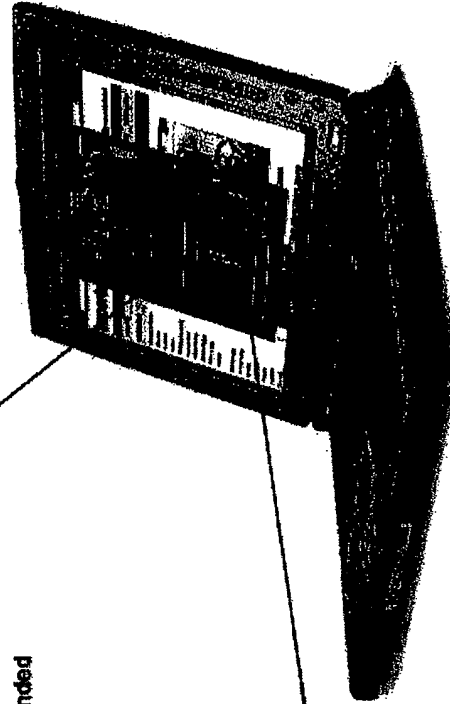
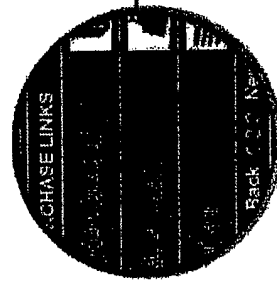


FIG. 47C2

Brandkey Create Subsystem

Control Panel for Hosting Brand Building Web Resources



Select Brand Entry
Select Admin Entry

Standard Demonstration Mode

Select Brand Entry

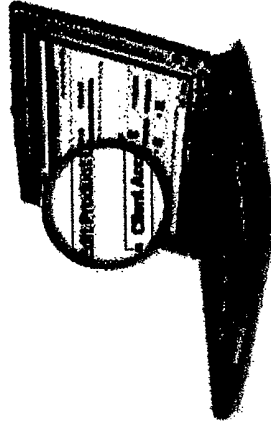
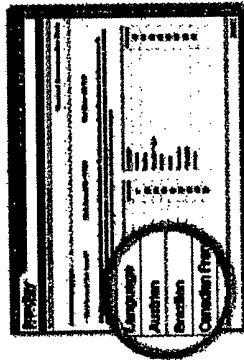
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

371/1046

FIG. 47C3

Control Panel for Heating Brand Building Web Resources



Select Brand Entity

Standard Demonstration Mode

SELECT BRAND ENTITY

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please select the Brand Entity associated with your Client Account that you currently wish to work on:

Brand Entity: Brand Entity 1

382/1046

Select

FIG. 47C4

5/6/2003

323/1046

Brandkey Create Subsystem

Control Panel for Hosting Brand Building Web Resources



Select Brand Entity

Standard Demonstration Mode

DISNEY

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The BE1 Brand Entity has been set as your Current Active Brand Entity. You may select a different Brand Entity at any time by clicking on the Select Brand Entity service.



FIG. 47C5

Brandkey Create Subsystem

Control Panel for Hosting Brand Building Web Resources



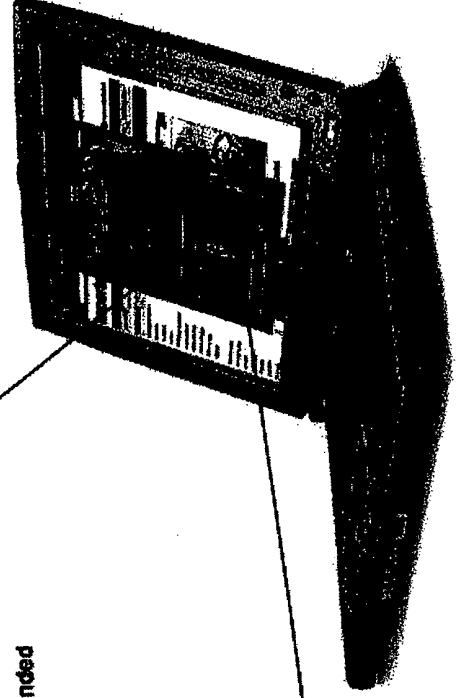
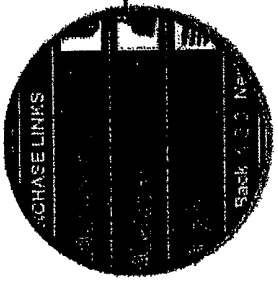
Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Control Panel for Hosting Brand Building Web Resources

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Creates Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.



374/1046

FIG. 47C6

6/16/2003

http://www.brandkeysystems.com/bk_create/a_control_panel.html

Brandkey Create Subsystem

Control Panel for Heating Brand Building Web Resources



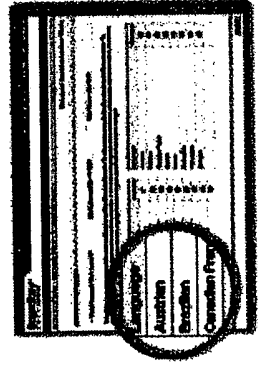
Select Brand Entry | Manage Product Data Settings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

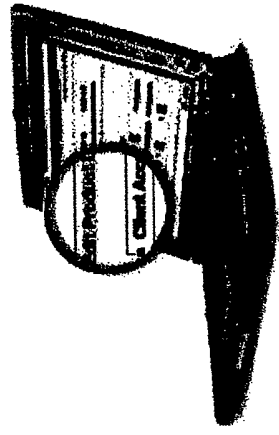
Manage Product Data Settings

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Manage Branded Products and Services
 Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks
 Create Interactive Brand Information Networks designed to communicate the essential value and character.



375/1046

FIG. 47C7



Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Product Data String Record you wish to View. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity or Product Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Product Data String search.

Search for Brandkey Data String Record: By: Universal Product Number

Search for the Service Data String Record you wish to View. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity or Service Name. Enter your search criteria in the textbox, select the parameters from the dropdown list and click Search to initiate the Service Data String Search.

Search for Brandkey Data String Record: By: Universal Service Number

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

FIG. 47C8

376/1046

Brandkey Create Subsystem

Select the Product Data String you wish to view by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002
<u>9909930-00939</u>	Brand Entity Name	Jaz® Discs 2002
<u>9909930-00939</u>	Brand Entity Name	Gatorade USA 2002
<u>9909930-00939</u>	Brand Entity Name	Just Do It
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String you wish to view by clicking on its Universal Service Number.

Universal Product Number	Brand Entity Name	Service Name
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002
<u>9909930-00939</u>	Brand Entity Name	Jaz® Discs 2002
<u>9909930-00939</u>	Brand Entity Name	Gatorade USA 2002
<u>9909930-00939</u>	Brand Entity Name	Just Do It
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please review the Product Data String Information. Click continue to return to the search results page.

http://www.brandkeysystems.com/bk_create/a_control_panel_string_search.html

5/6/2003





FIG. 47C9

397/1046

Universal Product Number (UPN): 9909930-00939

Product Description (PD): Here will go the Product Description

Trademarks (TM):





Here will go the Trademark		Here will go the Trademark
Here will go the Trademark		Here will go the Trademark
Here will go the Trademark		Here will go the Trademark
Here will go the Trademark		Here will go the Trademark

Please review the Service Data String Information. Click continue to return to the search results page.

Universal Service Number (USN): 9909930-00939

Service Description (SD): Here will go the Service Description

Service Mark (SM):

Here will go the Servicemark		Here will go the Servicemark
Here will go the Servicemark		Here will go the Servicemark
Here will go the Servicemark		Here will go the Servicemark
Here will go the Servicemark		Here will go the Servicemark

370/1046



FIG. 47C10

Brandkey Create Subsystem

Control Panel for Hosting Brand Building Web Resources



Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

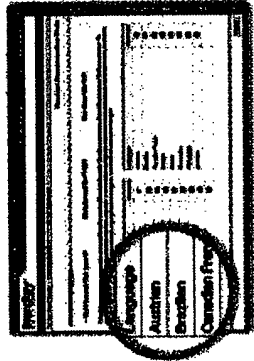
Standard Demonstration Mode

Manage Product Data Links

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

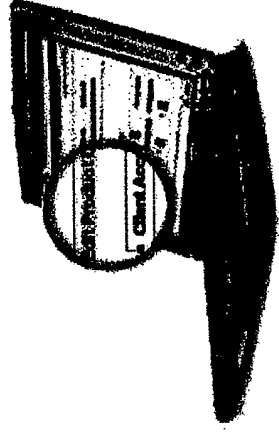
Manage Branded Products and Services

Creates Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Creates Interactive Brand Information Networks designed to communicate the essential value and character.



379/1046

FIG. 47C11



Select Brand Entity | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mod

Select Product Data String

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Product Data String Record whose related Data Links (URLs) you wish to View. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Product Data String Record:

By: Universal Product Number

Search for the Service Data String Record whose related Data Links (URLs) you wish to View. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Service Data String Record:

By: Universal Service Number



Select Product Data String

Standard Demonstration Mod

FIG. 47C12

300/1046

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product Data String Record whose Data Links (URLs) you wish to View, by clicking on its Universal Product Number.

Universal Product Number

- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939

Brand Entity Name	Product Name
Brand Entity Name	Trek® Cycles 2002
Brand Entity Name	Jaz® Discs 2002
Brand Entity Name	Gatorade USA 2002
Brand Entity Name	Just Do It
Brand Entity Name	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String Record whose Data Links (URLs) you wish to View, by clicking on its Universal Service Number.

Universal Service Number

- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939

Brand Entity Name	Service Name
Brand Entity Name	Trek® Cycles 2002
Brand Entity Name	Jaz® Discs 2002
Brand Entity Name	Gatorade USA 2002
Brand Entity Name	Just Do It
Brand Entity Name	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

301/1046

FIG. 47C13A






Standard Demonstration Mode

MANAGE PRODUCT DATA LINKS

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

You may view the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Back to select a different Product Data String. Click Next to view the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):	9909930-00939		
Product Descriptor (PD):	Here will go the Product Description		
Trademark (TM):	Here will go the Trademark	Here will go the Trademark	Here will go the Trademark
			
	Here will go the Trademark	Here will go the Trademark	Here will go the Trademark

You may view the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Back to select a different Service Data String. Click Next to view the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):	9909930-00939
Service Descriptor (SD):	Here will go the Service Description
Servicemark (SM):	

FIG. 47C13B

382/1046

Brandkey Create Subsystem

Here will go the Servicemark



Here will go the Servicemark

Here will go the Servicemark



Here will go the Servicemark



Here will go the Servicemark

ACTIVE Inactive All Active Links All Inactive Links All Links

URL at Node:

Text at Node:

Node Label:

Graphic Image Supported at Node:



Sound File Supported at Node:

Type of Purchase Link:

Pre-Purchase Link

Post-Purchase Link

Index as Brand Entity Link:

Yes

No

Index as Purchase Enabling Link:

Yes

No

Index as Advertisement/Promotional Link:

Advertisement

Promotion

Enable Advertisement/Promotion Spot Selection:

Advertisement

Promotion

Node Label Languages:

<input checked="" type="checkbox"/>	English	Spanish	French	German	Japanese
<input type="checkbox"/>	Dutch	Italian	Chinese	Danish	Austrian
<input type="checkbox"/>	Brazilian	Canadian	French	Catalan	Finnish
<input type="checkbox"/>	Portuguese	Swedish			Norwegian

FIG. 47C13C

303/1046

Brandkey Create Subsystem

Enable Brand Value Voting:

Yes No

Brand Value Indication Measurement:

★ ★★ ★★★★★

Active Node:

Yes No

4 4 | 4 Back 1 2 3 4 5 Next ▶▶



384/1046

R19 47 C13D



Select Brand Entry | Manage Product Data Settings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may view the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Back to select a different Product Data String. Click Next to view the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):	9909930-00939		
Product Descriptor (PD):	Here will go the Product Description		Here will go the Trademark
Trademark (TM):	Here will go the Trademark		Here will go the Trademark
	Here will go the Trademark		Here will go the Trademark




You may view the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Back to select a different Service Data String. Click Next to view the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):	9909930-00939
Service Descriptor (SD):	Here will go the Service Description
Service mark (SM):	

FIG. 47C13E

385/1046

Brandkey Create Subsystem

Here will go the Servicemark  Here will go the Servicemark
 Here will go the Servicemark  Here will go the Servicemark
 Here will go the Servicemark  Here will go the Servicemark

Active INACTIVE All Active Links All Inactive Links All Links

URL at Node: <http://www.nike.com/sneakers.html> Node Label

Text at Node: Text at Node Node Label Geometry: square

Node Label: Node Label Node Label Font: Arial

Graphic Image Supported at Node:   Node Label Font Color: Black

Sound File Supported at Node:

Type of Purchase Link: Pre-Purchase Link

Index as Brand Entity Link: Yes

Index as Supply Channel Related Link: Yes

Index as Advertise/Promote Link: Advertisement

Enable Brand Value Voting: Yes

Brand Value Indicator Scale: ★★★★★

Active Node: No

Background Color: Background Image  Background Sound

FIG. 47C13R

http://www.brandkeysystems.com/bk_create/a_control_panel_link_search-inactive.html

3906 / 1046

307/1046

Brandkey Create Subsystem

Black

Product-Specific
Virtual Kiosks
Deploy Schema

view

Pre-Post Purchase

Vendor-Specific
Virtual Kiosks
Deploy Schema

view

Simplex

Retailer-Specific
Virtual Kiosks
Deploy Schema

view

Complex

Industry-Specific
Virtual Kiosks
Deploy Schema

view

Pre-Post Purchase

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

FIG. 47C13G



Standard Demonstration Mode

View the Product Data Link Records


Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith


Please review the Product Data Link information below. Use the navigation links of the bottom of the page to scroll to different Product Data Links. Use the tabs below to view different organizations of the Product Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.


Universal Product Number (UPN): 9909930-00939

Product Description (PD): Here will go the Product Description

Trademark (TM):

Here will go the Trademark  Here will go the Trademark

Here will go the Trademark  Here will go the Trademark

Here will go the Trademark  Here will go the Trademark

44 | 4 Back 1 2 3 Next > >>

Please review the Service Data Link information below. Use the navigation links of the bottom of the page to scroll to different Service Data Links. Use the tabs below to view different organizations of the Service Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

Universal Product Number (UPN): 9909930-00939

Product Description (PD): Here will go the Service Description


Service mark (SM):


FIG. 47C13H


308/1046


389/1046

Brandkey Create Subsystem

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

44 | 4 Back 1 2 3 Next ▶▶▶

Active Inactive **ALL ACTIVE LINKS** All Inactive Links All Links



Select Brand Link Language:

URL at Node	Text at Node	Active
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	✓
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	X
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	✓
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	✓
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	✓

44 | 4 Back 1 2 3 4 5 Next ▶▶▶

FIG. 47C(3)E




Select Brand Entity | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources


Standard Demonstration Mode


View the Product Data Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please review the Product Data Link Information below. Use the navigation links of the bottom of the page to scroll to different Product Data Links. Use the tabs below to view different organizations of the Product Data Link Records. Click View on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

Universal Product Number (UPN): 9909930-00939 Here will go the Trademark  Here will go the Trademark

Product Description (PD): Here will go the Product Description Here will go the Trademark  Here will go the Trademark

Trademark (TM): Here will go the Trademark  Here will go the Trademark

Navigation: << | < Back 1 2 3 Next > | >>

390/1046

Please review the Service Data Link Information below. Use the navigation links of the bottom of the page to scroll to different Service Data Links. Use the tabs below to view different organizations of the Service Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

Universal Product Number (UPN): 9909930-00939 Here will go the Service Description


Product Description (PD): Here will go the Service Description


Service mark (SM):


FIG. 47C135

391/1046

Brandkey Create Subsystem

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

44 | 4 Back 1 2 3 Next ▶▶▶

Active Inactive All Active Links ALL INACTIVE LINKS All Links

Select Brand Link Language:



URL at Node	Text at Node	Active
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	✓
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	x
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	✓
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	✓
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	✓

44 | 4 Back 1 2 3 4 5 Next ▶▶▶

RIG. 47 C13K






Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Below is a list of all the Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):	9909930-00939		
Product Descriptor (PD):	Here will go the Product Descriptor		Here will go the Trademark
Trademarks (TM):	Here will go the Trademark		Here will go the Trademark
	Here will go the Trademark		Here will go the Trademark

392/1046

Below is a list of all the Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Service Data String.


Universal Service Number (USN):	9909930-00939		
Service Descriptor (SD):	Here will go the Service Descriptor		Here will go the Servicemark
Servicemark (SM):	Here will go the Servicemark		

FIG. 47 C136

 Here will go the Servicemark
 Here will go the Servicemark
 Here will go the Servicemark

Active
 Inactive
 All Active Links
 All Inactive Links
 ALL LINKS

Select Brand Link Language:

All

URL at Node	Text at Node	Active
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	✓
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	✓
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	✓
http://www.nike.com/sneakers/pump-air.html	here will go the text at node	✓

◀ 4 | ◀ Back 1 2 3 4 5 Next ▶▶▶

Back Next

393/2046

FIG. 47C13M



Select Brand Entry

Manage Product Data Strings

Manage Product Data Links

Manage Information Resources

Control Panel for Hosting Brand Building Web Resources

Standard Demonstration Mode

Manage Information Resources

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: C.125

394/1046

FIG. 47C14

Select the Product Data String Record whose Product Information Resources you wish to View/Edit, by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
<u>08908-0978900</u>	Brand entity name	Product Name
<u>08908-0978901</u>	Brand entity name	Product Name
<u>08908-0978902</u>	Brand entity name	Product Name
<u>08908-0978903</u>	Brand entity name	Product Name
<u>08908-0978904</u>	Brand entity name	Product Name

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String Record whose Service Information Resources you wish to View/Edit, by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
<u>08908-0978900</u>	Brand entity name	Service Name
<u>08908-0978901</u>	Brand entity name	Service Name
<u>08908-0978902</u>	Brand entity name	Service Name
<u>08908-0978903</u>	Brand entity name	Service Name
<u>08908-0978904</u>	Brand entity name	Service Name

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

396/1046

FIG. 47C16A



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Product Information Resource you wish to View/Edit by clicking on its URL. Click Add New Information Resource if you wish to add a new Product Information Resource for the selected Product Data String Record.

Select the Service Information Resource you wish to View/Edit by clicking on its URL. Click Add New Information Resource if you wish to add a new Service Information Resource for the selected Service Data String Record.

URL	Node Label	Upload Date
http://www.nike.com/sneakers/pump.html	Node Label	09/05/02
http://www.nike.com/sneakers/pump.html	Node Label	11/20/02
http://www.nike.com/sneakers/pump.html	Node Label	12/09/02
http://www.nike.com/sneakers/pump.html	Node Label	11/20/02
http://www.nike.com/sneakers/pump.html	Node Label	12/09/02

« Back 1 2 3 4 5 Next »

Back Add New Information Resource

FIG. 47C16B

397/1046



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Product/Service Information Resource

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Enter the Information required below to Upload the Product Information Resource for the selected Product Data String Record. Click the Browse buttons to select the files to Upload.

Enter the Information required below to Upload the Service Information Resource for the selected Service Data String Record. Click the Browse buttons to select the files to Upload.

Product/Service Information Resource File to Upload:

Product/Service Information Resource Supporting Files to Upload:

Product/Service Information Resource Creator/Author:

Product/Service Information Resource Owner:

Date Product/Service Information Resource was Created:

Standard Demonstration Mod

Product/Service Information Resource

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

FIG. 47C16C

398/1046

Brandkey Create Subsystem

The Product Information Resource has been Uploaded. Please review and confirm the Information below. If any information is not correct, then click Edit to correct and update.

The Service Information Resource has been Uploaded. Please review and confirm the Information below. If any information is not correct, then click Edit to correct and update.

- Product/Service Information Resource File to Upload: Information Resource
- Product/Service Information Resource Supporting Files to Upload: Information Resource
- Product/Service Information Resource Creator/Author: Information Resource
- Product/Service Information Resource Owner: Information Resource
- Date Product/Service Information Resource was Created: Information Resource



399/1046

FIG. 47C16D



Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please fill in the following information to upload the files you wish to use as additional Product Data Links for the Product Data String Record you selected earlier.

Please fill in the following information to upload the files you wish to use as additional Service Data Links for the Service Data String Record you selected earlier.

Information Resource File to Upload:

Information Resource Supporting Files to Upload:

Information Resource Creator/Author:

Information Resource Owner:

Date Created:

400/1046



FIG. 47<16E

401/1046

Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Log In

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

Brandkey™
deliver

Tutorials
Brandkey Deliver

Deliver

Multimode Virtual Kiosks

Deliver Multimode Virtual Kiosks to Consumers at Web-Enabled touchpoints to develop Consumer Brand Knowledge about your branded products and services.


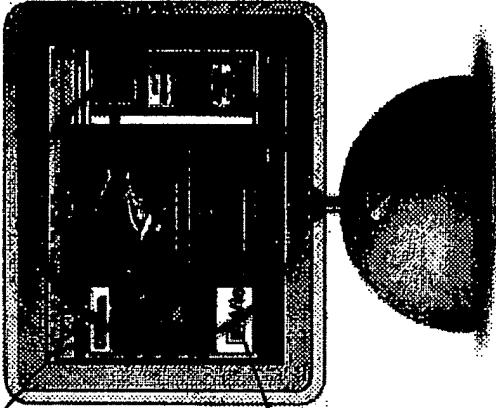



FIG. 48A1

402/1046

[Home](#) | [About Us](#) | [Investors](#) | [Careers](#) | [Site Map](#) | [Contact Us](#) | [Help](#) | [Log in](#)

[Brandkey systems](#) | [Brandkey create](#) | [Brandkey deliver](#) | [Brandkey advertise](#) | [Brandkey promote](#)

[Virtual Kiosk](#) | [Virtual Kiosk](#) | [Virtual Kiosk](#)

Brandkey Deliver Subsystem Benefits - Standard Demonstration Mode

- ▶ **Brand Managers**
- ▶ **Advertising Agents**
- ▶ **Promotional Agents**
- ▶ **Full Service Agents**
- ▶ **Marketing Consultants**
- ▶ **Brand Consultants**
- ▶ **Trademark Attorneys**

The Brandkey Deliver™ Subsystem enables brand managers, their agents and others to simply generate Java-based multimode Virtual Kiosks for deployment at any consumer Internet-based touch point-using simple point and click operations - without requiring the skills of advanced Java programmers. This Brandkey™ Subsystem enables each and every deployed Virtual Kiosk to be simply activated and deactivated with the click of a control button located on the subsystem's instrumentation console.

FIG 48A Z



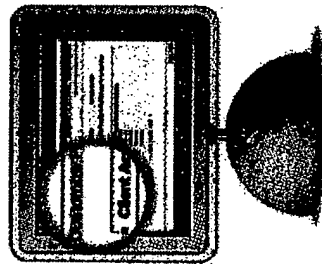
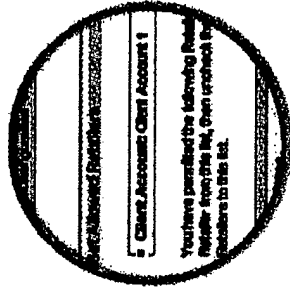
Virtual Kiosk Generation Suite - Standard Demonstration Mode

- ▶ Launch Control Panel for Generating Product-Specific Virtual Kiosks
- ▶ Launch Control Panel for Generating Service-Specific Virtual Kiosks
- ▶ Launch Control Panel for Generating Vendor-Specific Virtual Kiosks
- ▶ Launch Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ▶ Launch Control Panel for Generating Retailer-Specific Virtual Kiosks
- ▶ Launch Control Panel for Generating Industry-Specific Virtual Kiosks
- ▶ Launch Control Panel for Generating Corporate-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Configure Multi-Mode Virtual Kiosks

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Deploy Multi-Mode Virtual Kiosks

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Customize Multi-Mode Virtual Kiosks
Create Interactive Brand Information Networks more designed to communicate the essential value and character more.

403/1046

FIG. 48 B1



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.

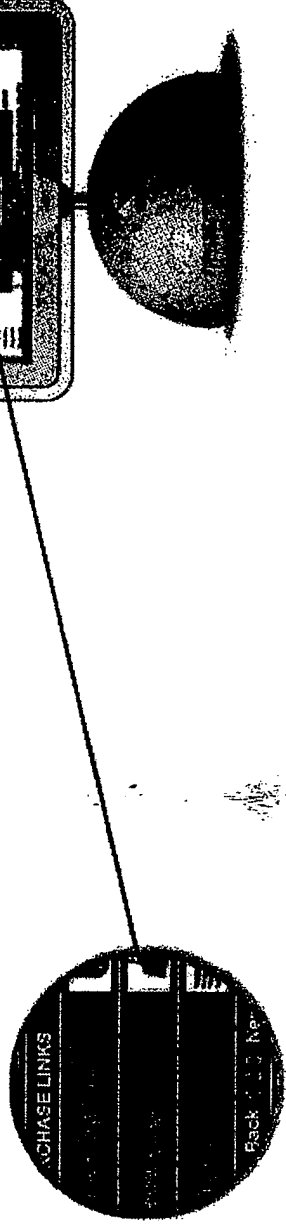


FIG. 4882

404/10410



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Do you wish to create a Product-Specific Virtual Kiosk for all Product Data String Records?

Yes No

Do you wish to allow installation of Product-Specific Virtual Kiosks by Consumers?

Yes No

405/1046



FIG. 48B3



Control Panel for Generating Product Specific P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

[Standard Demonstration Mode](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have permitted the following Retailers to install Product-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Retailer Name	City	State	Zip/Postal Code	Country	Active
Retailer Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Retailer Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Retailer Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Retailer Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Retailer Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

4 | 4 Back 1 2 3 4 5 Next | >>

406/1046



FIG 48B4



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for Retailers you wish to grant the right to install Product-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Retailer Search.

Retailer Name:

City:

State:

Zip/Postal Code:

Country:

407/1046

Back Search

FIG. 48B5



Control Panel for Generating Product Specific IP S Virtual Klosks

Configure P-S Virtual Klosks | Create P-S Virtual Klosks | Modify P-S Virtual Klosks | Deact P-S Virtual Klosks | Activate P-S Virtual Klosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Retailers matched your Search Criteria. Check the Add Retailer checkbox to grant the Retailer the right to install Product-Specific Virtual Klosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Retailer Name	City	State	Zip/Postal Code	Country	Add Retailer
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	New York	New York	06903	United States	<input type="checkbox"/>
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

4 | < Back 1 2 3 4 5 Next > | >>

408/1046



FIG. 4886



Control Panel for Generating Product Specific P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deactivate P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have permitted the following Industrialists to install Product-Specific Virtual Kiosks associated with your Client Account. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialist to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

4 | Back 1 2 3 4 5 Next |>>

909/1046



FIG. 48 B7



Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

[Search for Industrialists](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for Industrialists you wish to grant the right to install Product-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist Search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

410/1046

[Back](#) [Search](#)

FIG. 48 B8



Control Panel for Generating Product Specific P-S Virtual Kiosks

Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Industrialists matched your Search Criteria. Check the Add Industrialist checkbox to grant the Industrialist the right to install Product-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

4 | Back 1 2 3 4 5 Next >

411/1046



FIG. 48 B9



Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

[Configure P-S Virtual Kiosks](#) |
 [Create P-S Virtual Kiosks](#) |
 [Modify P-S Virtual Kiosks](#) |
 [Delete P-S Virtual Kiosks](#) |
 [Activate P-S Virtual Kiosks](#)

Standard Demonstration Mode



Client Account: DISNEY |
 Client Account No: 7145001 |
 User Name: John Smith

You have Forbidden the following Domains from launching Product-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Forbidden Domain from the list, then uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Forbidden Domain.

Domain Name	Forbidden
Domain Name 1	<input checked="" type="checkbox"/>
Domain Name 2	<input checked="" type="checkbox"/>
Domain Name 3	<input checked="" type="checkbox"/>
Domain Name 4	<input checked="" type="checkbox"/>
Domain Name 5	<input checked="" type="checkbox"/>

[Back](#) |
 [1](#) |
 [2](#) |
 [3](#) |
 [4](#) |
 [5](#) |
 [Next](#)

[Back](#) |
 [Add Domain](#) |
 [Finish](#)

FIG. 48B10

412/1046



Control Panel for Generating Product Spinefile P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Modify Forbidden Domain

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List. Click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to Forbid, e.g.: www.brandmishingswebsite.com.

Root Domain Name:

4/3/1046



FIG. 48 B11



Control Panel for Generating Product Specific P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please select the Display Mode that will be enabled for the Product-Specific Virtual Kiosks you will create in this section:

- Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
- Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode
- Uni-Mode Display comprising: Brand Information Network Display Mode

419/1046



FIG. 48C1



Control Panel for Generating Product Specific P.S. Virtual Kiosks

Configure P.S. Virtual Kiosks | Create P.S. Virtual Kiosks | Modify P.S. Virtual Kiosks | Deploy P.S. Virtual Kiosks | Activate P.S. Virtual Kiosks

Standard Demonstration Mode

Generate Product Specific

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Identify the Product Data String Records for which an associated Product-Specific Virtual Kiosk will be created. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name or Product Name. Enter your search criteria in the textbox, select the Brand-Related Key from the dropdown list and click search to initiate the Product Search.

Search Criteria:

By: Universal Product Number

415/1046

FIG. 48CZ



Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Product Data Strings for which an associated Product-Specific Virtual Kiosk will be created.

Universal Product Number (UPN)	Trade Mark (TM)	Product Descriptor (PD)	Selected
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>

Navigation icons: back, forward, search, etc.

Handwritten note: 416/1046



Handwritten note: FIG. 48C3



Control Panel for Generating Product Specific P-S Virtual Kiosks

[Configure P-S Virtual Kiosks](#) |
 [Create P-S Virtual Kiosks](#) |
 [Modify P-S Virtual Kiosks](#) |
 [Deploy P-S Virtual Kiosks](#) |
 [Activate P-S Virtual Kiosks](#)

Standard Demonstration Mode

Client Account: DISNEY |
 Client Account No: 7145001 |
 User Name: John Smith

Select a Name for each Product-Specific Virtual Kiosk to be created.

Universal Product Number (UPN)	Trademark (TM)	Product Descriptor (PD)	P-S Virtual Kiosk Name	P-S Virtual Kiosk Serial Number
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="text"/>	0900938-78383

417/1046

<< | < Back 1 2 3 4 5 Next > | >>



FIG. 48C4



Control Panel for Reproating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deo by P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Customize Product Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Product-Specific Virtual Kiosk you wish to Customize by clicking on the Product-Specific Virtual Kiosk Name. When you have finished customizing the Product-Specific Virtual Kiosks, click the Finish button..

Product-Specific Virtual Kiosk Name	Product-Specific Virtual Kiosk Serial Number
Trek@ Cycles 2002	09890-0989
Jaz@ Discs 2002	09890-0995
Gatorade USA 2002	09890-1001
Just Do It!	09890-1025
Trek@ Cycles 2002	09890-0989

44 | Back 1 2 3 4 5 Next > >>

418/1046

Next

FIG. 48C5

Control Panel for Generating Product Specific P-S Virtual Kiosks



Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Customize your Product-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Product-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Product Logo:

Geometric Layout: square

Surface Texture: Black

Surface Color: Black

Button Style Set: square

Button Color Set: Black

Virtual Kiosk



FIG. 48C6

419/1046

Cancel

120/1046

FIG. 48C7



Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

© 2004 Brandkey Systems, Inc. All rights reserved.

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

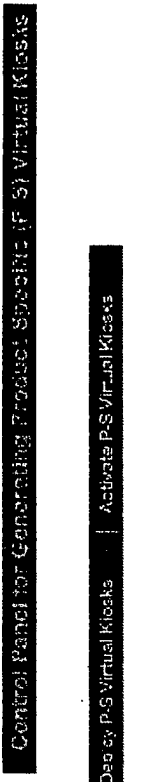
Congratulations, you have created the following Product-Specific Virtual Kiosks. You can now Modify or Deploy these Product-Specific Virtual Kiosks.

Universal Product Number (UPN)	Trademark (TM)	Product Descriptor (PD)	P-S Virtual Kiosk Name	P-S Virtual Kiosk Serial Number
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383

« | « Back 1 2 3 4 5 Next » | »

421/1046

FIG. 48 C8



Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deo by P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Product-Specific Virtual Kiosk you wish to Modify by clicking on the Virtual Kiosk Name.

Universal Product Number (UPN)	Trademark (TM)	Product Descriptor (PD)	Product-Specific Virtual Kiosk Name
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>

4 | < Back 1 2 3 4 5 Next > | >>

422/1046

FIG. 48D1



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Modify Product Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Update the Information for the selected Product-Specific Virtual Kiosk. Click Update to save your changes.

Universal Product Number (UPN): 09009876-09

Trademark (TM): Here will go the Trade Mark

Product Descriptor (PD): Here will go the Product Description

Product-Specific Virtual Kiosk Name:

Display Mode:
 Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

Uni-Mode Display comprising: Brand Information Network Display Mode

Virtual Kiosk Status: Deployed-Activated



423/1046



FIG. 48DZ



Control Panel for Generating Product Specific IP S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Product-Specific Virtual Kiosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

- Universal Product Number (UPN): 09009876-09
- Trademark (TM): Here will go the Trade Mark
- Product Descriptor (PD): Here will go the Product Description
- Product-Specific Virtual Kiosk Name: Here will go the Virtual Kiosk Name
- Virtual Kiosk Mode: Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Knowledge Network
- Allow Consumer Installation: Deployed-Activated
- Virtual Kiosk Status: Deployed-Activated

414/1046



FIG. 48 D3



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Modify the Product Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Product-Specific Virtual Kiosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

- Universal Product Number (UPN): 09009876-09
- Trademark (TM): Here will go the Trade Mark
- Product Descriptor (PD): Here will go the Product Description
- Product-Specific Virtual Kiosk Name: Here will go the Virtual Kiosk Name
- Virtual Kiosk Mode: Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
- Allow Consumer Installation: Deployed-Activated
- Virtual Kiosk Status: Deployed-Activated



FIG. 48D3

475/1046



Control Panel for Generating Product-Specific P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Select Product-Specific Environment

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Product-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Product-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Product-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Product-Specific Virtual Kiosk from any web page once the image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Product-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Product-Specific Virtual Kiosks will be launched:

- HTML-Encoded Brandkey (TM) Button
- HTML-Encoded Document
- HTML-Encoded Image
- HTML-Encoded Desktop Icon

426/1046



FIG. 48E1



Control Panel for Generating Product Specific P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Select Product Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Product-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Product-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

927/1046

4 | 4 Back 1 2 3 4 5 Next | >>



FIG. 48E2



Control Panel for configuring product specific P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Select Product Specific Virtual Kiosk Language

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Product-Specific Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

428/1046

Back Next

FIG. 48E3A



Control Panel for Generating Product Specific P-S Virtual Kiosks

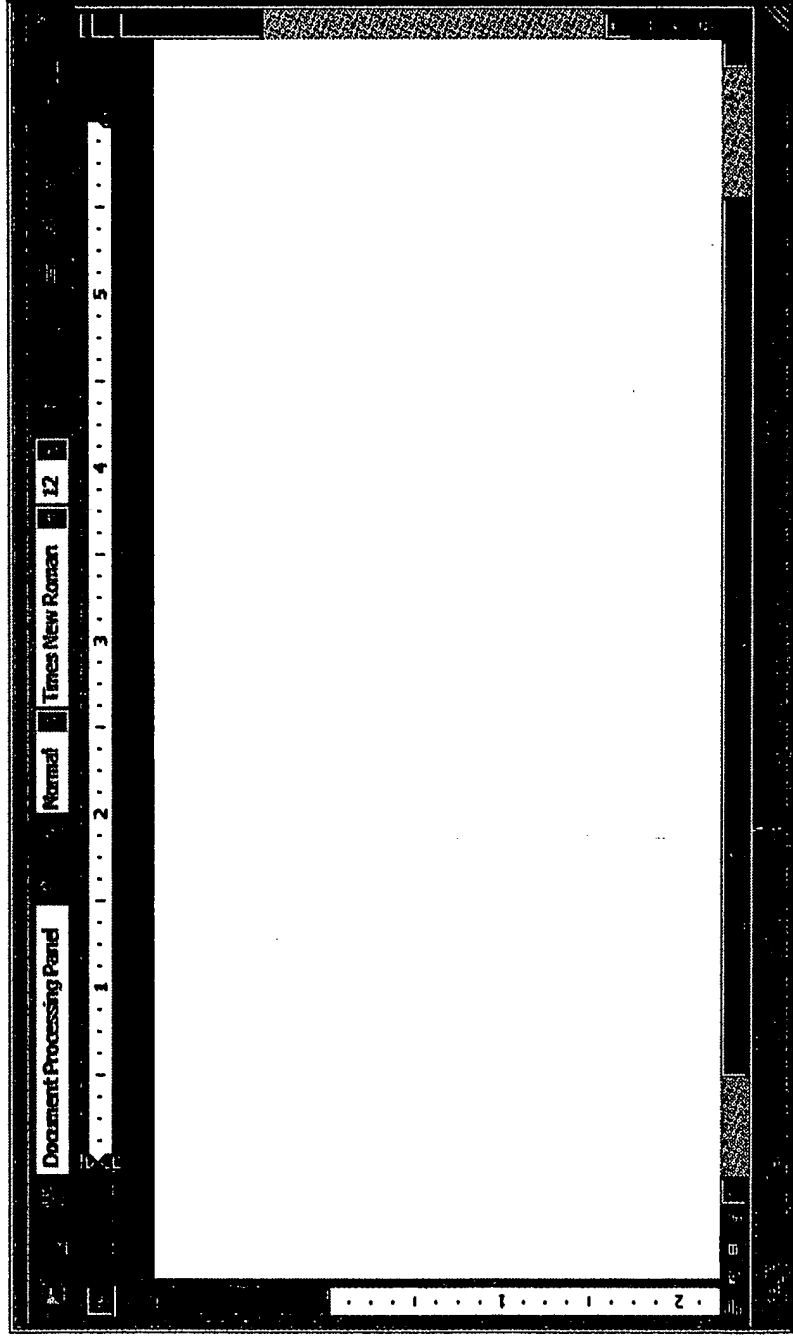
Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

STANDARD DEMONSTRATION MODE

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create or import the document into which you wish to embed the Product-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in World format to load correctly.



429/1046

FIG. 48E3B



139/1046

FIG. 48E3C



Control Panel for Generating Product System P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- Microsoft Word Document format
- Adobe PDF Document format

A31/ 4046



FIG. 48E3D

Central Panel for Configuring Product, Deploy P-S Virtual Kiosks



Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Product-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Product-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

4 | Back 1 2 3 4 5 Next >>

Back Next

RIG.48E3E

1321 1046



Control Panel for Generating Product Sessions P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

433/1646



FIG. 48E3F

Control Panel for Generating Product Screens (P-S) Virtual Kiosks



Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Delete P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

[Upload Images for HTML-Encoded Images](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded image you wish to create.

Secondary Image:

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R19.48E3G



Control Panel for Generating Personalized P-S Virtual Kiosks

Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

CREATE HTML ENCODED IMAGE

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded image you wish to create. You may resize both the images if you wish. The Secondary image shall always appear on top of the Base image.

STEP 2: CUSTOMIZE Beefy-T Shirt

435/1046

FIG. 48E3H



436/1046

R19.48E3F



Control Panel for Generating Product Specific P-S Virtual Kiosks

Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

SALES TERMINAL SCREENING IMAGE

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Product-Specific Virtual Kiosk.

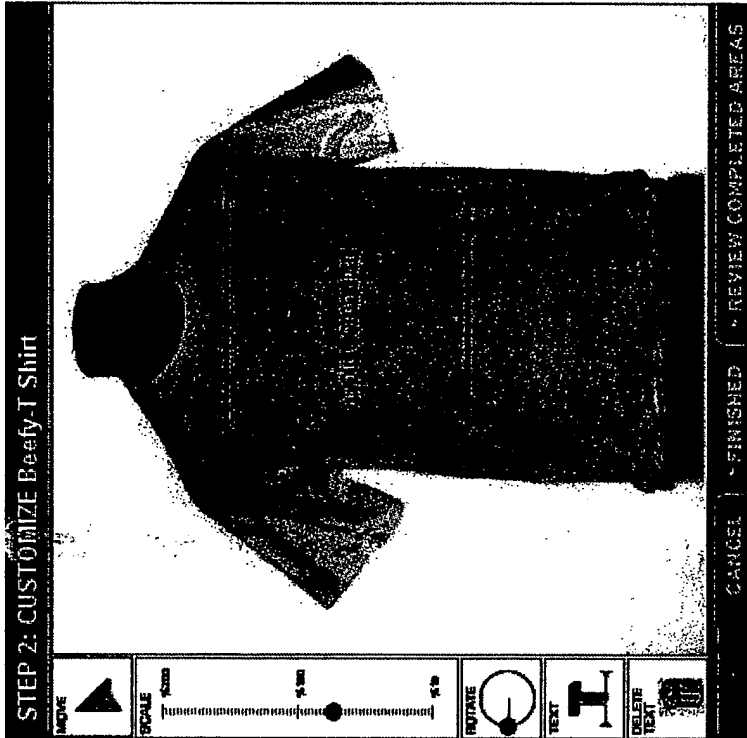


FIG. 48E35

9371/1046



938/1046

FIG. 48E3K



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Product-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Product-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input checked="" type="radio"/>

44 | 4 Back 1 2 3 4 5 Next > | >>



FIG. 48 E3L

439/1046



Control Panel for Generating Product Specific P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

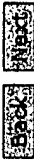
Standard Demonstration Mode

Select Product Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		



RIG 48E3M

440/1046



Control Panel for Generating Product Specific IP for Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please Upload the image you wish to use as the icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:

441/1046



FIG. 48E3.N



Control Panel for Generating Product-Specific P.S. Virtual Kiosks

Configure P.S. Virtual Kiosks | Create P.S. Virtual Kiosks | Modify P.S. Virtual Kiosks | Deploy P.S. Virtual Kiosks | Activate P.S. Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The selected Product-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Product-Specific Virtual Kiosks for Installation, you must first Activate them.

443/1046

FIG. 48E5



Control Panel for Generating Product Specific P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Activate/Deactivate Deployed Product-Specific Virtual Kiosks

The Product-Specific Virtual Kiosks listed below have been Deployed. You can Activate any of these Product-Specific Virtual Kiosks by checking its Active checkbox. To Deactivate any Product-Specific Virtual Kiosk, simply uncheck its Active checkbox. Click Update to save your changes.

Product-Specific Virtual Kiosk Serial Number	Product-Specific Virtual Kiosk Name	Active
Here will go the min	Here will go the product name	<input checked="" type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>

Back 1 2 3 4 5 Next

444/1046



FIG. 48 F1



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deactivate S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Text: R.135

445/1046

FIG. 48G1



Control Panel for Generating Service Specific S-S Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Standard Configuration

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Do you wish to create a Service-Specific Virtual Kiosk for all Service Data String Records?

- Yes
- No

Do you wish to allow installation of Service-Specific Virtual Kiosks by Consumers?

- Yes
- No

446/1046



FIG. 48G2



Control Panel for Generating Services Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deactivate S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have permitted the following Retailers to install Service-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Retailer Name	City	State	Zip/Postal Code	Country	Active
Retailer Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Retailer Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Retailer Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Retailer Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Retailer Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

447 / 1046

4 | Back 1 2 3 4 5 Next



FIG. 48G3



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Archive S-S Virtual Kiosks

Standard Demonstration Mode

[Search for Retailers](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for Retailers you wish to grant the right to install Service-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Retailer Search.

Retailer Name:

City:

State:

Zip/Postal Code:

Country:

949 / 1046

[Back](#) [Search](#)

FIG. 4864



Control Panel for Generating Service-Specific S-S Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mod

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Retailers matched your Search Criteria. Check the Add Retailer checkbox to grant the Retailer the right to install Service-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Retailer Name	City	State	Zip/Postal Code	Country	Add Retailer
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	New York	New York	06903	United States	<input type="checkbox"/>
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next > | >>

999/1
1046



FIG. 4865



Control Panel for Generating Service Specific to S-VirtualKiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deact. S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have permitted the following industrialists to install Service-Specific Virtual Kiosks associated with your Client Account. If you wish to remove an industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialist to add additional industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Back Add Industrialist Next

FIG. 4896

450 / 1046



Control Panel for Generating Service Specific S-S Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Delete S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for Industrialists you wish to grant the right to install Service-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist Search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:



FIG. 4867

451/1046



Control Panel for Generating Service Specific S-S Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Dea by S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Industrialists matched your Search Criteria. Check the Add Industrialist checkbox to grant the Industrialist the right to install Service-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

4 | < Back 1 2 3 4 5 Next > | >>



FIG. 4868

452/1040



Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have Forbidden the following Domains from launching Service-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Forbidden Domain from the list, then uncheck the Forbidden checkbox. Click Add Domain to add another Forbidden Domain.

Domain Name	Forbidden
Domain Name 1	<input checked="" type="checkbox"/>
Domain Name 2	<input checked="" type="checkbox"/>
Domain Name 3	<input checked="" type="checkbox"/>
Domain Name 4	<input checked="" type="checkbox"/>
Domain Name 5	<input checked="" type="checkbox"/>

4 | Back 1 2 3 4 5 Next >>>

FIG. 4869



http://www.brandkey.com/bk_deliver/m_launch_service_configure-8.html
file://www.brandkey.com/bk_deliver/FMP-52-ubej87h.htm

453/1040



Control Panel for Managing Service Specific S-S Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deactivate S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

ADD TO DISK TO SAVE

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List. Click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to forbid, e.g.: www.brandtamingwebsite.com.

Root Domain Name:

454/10416



FIG. 48G10



Control Panel for Generating Service Specific Virtual Kiosks

Configure S-S Virtual Kiosks
 Create S-S Virtual Kiosks
 Modify S-S Virtual Kiosks
 Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY
 Client Account No: 7145001
 User Name: John Smith

Please select the Display Mode that will be enabled for the Service-Specific Virtual Kiosks you will create in this section:

- Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
- Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode
- Uni-Mode Display comprising: Brand Information Network Display Mode

455/1046



RIG. 48H1



Control Panel for Generating Service Specific Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Delete S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

SEARCH CRITERIA

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Identify the Service Data String Records for which an associated Service-Specific Virtual Kiosk will be created. You may search by Universal Service Number, Service Mark, Service Descriptor, Brand Entity Name or Service Name. Enter your search criteria in the textbox, select the Brand-Related Key from the dropdown list and click search to initiate the Service Search.

Search Criteria:

By: Universal Service Number

Back Search

FIG. 48H2

456/1040



Control Panel for Generating Service Specific (S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service Data Strings for which an associated Service-Specific Virtual Kiosk will be created.

Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	Selected
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>

44 | Back 12345 Next |>>



FIG. 48H3

457/1046



Control Panel for Generating S-S Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select a Name for each Service-Specific Virtual Kiosk to be created.

Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	S-S Virtual Kiosk Name	S-S Virtual Kiosk Serial Number
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the trade service	Here will go the description of the service.	<input type="text"/>	0900938-78383

Back 1 2 3 4 5 Next



FIG. 48 H4

158/1046



Central Panel for Generating Service Specific (S-S) Virtual Kiosks

[Configure S-S Virtual Kiosks](#) |
 [Create S-S Virtual Kiosks](#) |
 [Modify S-S Virtual Kiosks](#) |
 [Deo by S-S Virtual Kiosks](#) |
 [Activate S-S Virtual Kiosks](#)

Standard Demonstration Mode

Client Account: DISNEY |
 Client Account No: 7145001 |
 User Name: John Smith

Select the Service-Specific Virtual Kiosk you wish to Customize by clicking on the Virtual Kiosk Name. When you have finished customizing the Service-Specific Virtual Kiosks, click the Finish button.

Service-Specific Virtual Kiosk Name	Service-Specific Virtual Kiosk Serial Number
Irek@ Cycles 2002	09890-0989
Jaz@ Discs 2002	09890-0995
Gatorade USA 2002	09890-1001
Just Do It	09890-1025
Irek@ Cycles 2002	09890-0989

[Back](#) |
 [1](#) |
 [2](#) |
 [3](#) |
 [4](#) |
 [Next](#)

959 / 1046



FIG. 48H5



Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks

Deo by S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Customize your Service-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Service-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Service Logo:

Geometric Layout: square

Surface Texture: Black

Surface Color: Black

Button Style Set: square

Button Color Set: Black

Virtual Kiosk

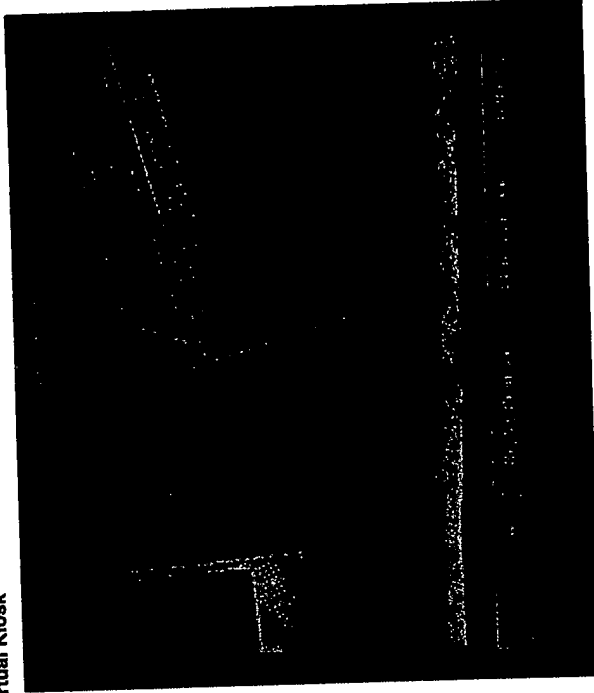


FIG. 48H6

460/1046



401/1046

6/18/2003

Brandkey Deliver Subsystem

FIG. 4847

http://www.brandkeysystems.com/bk_deliver/m_launch_service_create-6.html



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Congratulations, you have created the following Service-Specific Virtual Kiosks, you can now Modify or Deploy these Service-Specific Virtual Kiosks.

Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	S-S Virtual Kiosk Name	S-S Virtual Kiosk Serial Number
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383

4 | Back 1 2 3 4 5 Next >

4621/046

FIG. 48 H8



Control Panel for Generating Service Specific S-S Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Specific Virtual Kiosk you wish to Modify by clicking on the Virtual Kiosk Name.

Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	Service-Specific Virtual Kiosk Name
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>

44 | ◀ Back 1 2 3 4 5 Next ▶▶▶

463/1046

FIG. 48 I 1



Control Panel for Generating Service-Specific S-S Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Modify Service-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Update the information for the selected Service-Specific Virtual Kiosk. Click Update to save your changes.

Universal Product Number (UPN): 09009876-09

Service Mark (SM): Here will go the Service Mark

Service Description (SD): Here will go the Service Description

Virtual Kiosk Name:

Virtual Kiosk Mode: Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

Uni-Mode Display comprising: Brand Information Network Display Mode

Virtual Kiosk Status: Deployed-Activated



FIG. 4812

464/1046

Brandkey Deliver Subsystem



Configure S-S Virtual Kiosks
Create S-S Virtual Kiosks
Manage Virtual Kiosks

Modify S-S Virtual Kiosks
Deo by S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service Specifics (S-S) Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Service-Specific Virtual Kiosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

Universal Product Number (UPN): 09009876-09

Service Mark (SM): Here will go the Service Mark

Service Description (SD): Here will go the Service Description

Virtual Kiosk Name: Here will go the Virtual Kiosk Name

Virtual Kiosk Mode: Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network

Virtual Kiosk Status: Deployed-Activated

405/1046



FIG. 48 I 3



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks
 Create S-S Virtual Kiosks
 Modify S-S Virtual Kiosks
 Deploy S-S Virtual Kiosks
 Activate S-S Virtual Kiosks

Service-Specific Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY
 Client Account No: 7145001
 User Name: John Smith

Service-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Service-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Service-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Service-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Service-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Service-Specific Virtual Kiosks will be launched:

- HTML-Encoded Brandkey (TM) Button
- HTML-Encoded Document
- HTML-Encoded Image
- HTML-Encoded Desktop Icon

400/1046



FIG. 48JI



Control Panel for Generating Binary Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>

4 | Back 1 2 3 4 5 Next >

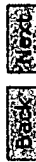


FIG. 48J2

467/1046



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		



FIG. 48J3A

460/1046

Control Panel for Generating Service Specific (S-S) Virtual Kiosks



Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

469/1046

4 | Back 1 2 3 4 5 Next >>



FIG. 48J3B



Control Panel for Generating Service Specific S-S Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Specific Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

470/1046



FIG. 48J3C



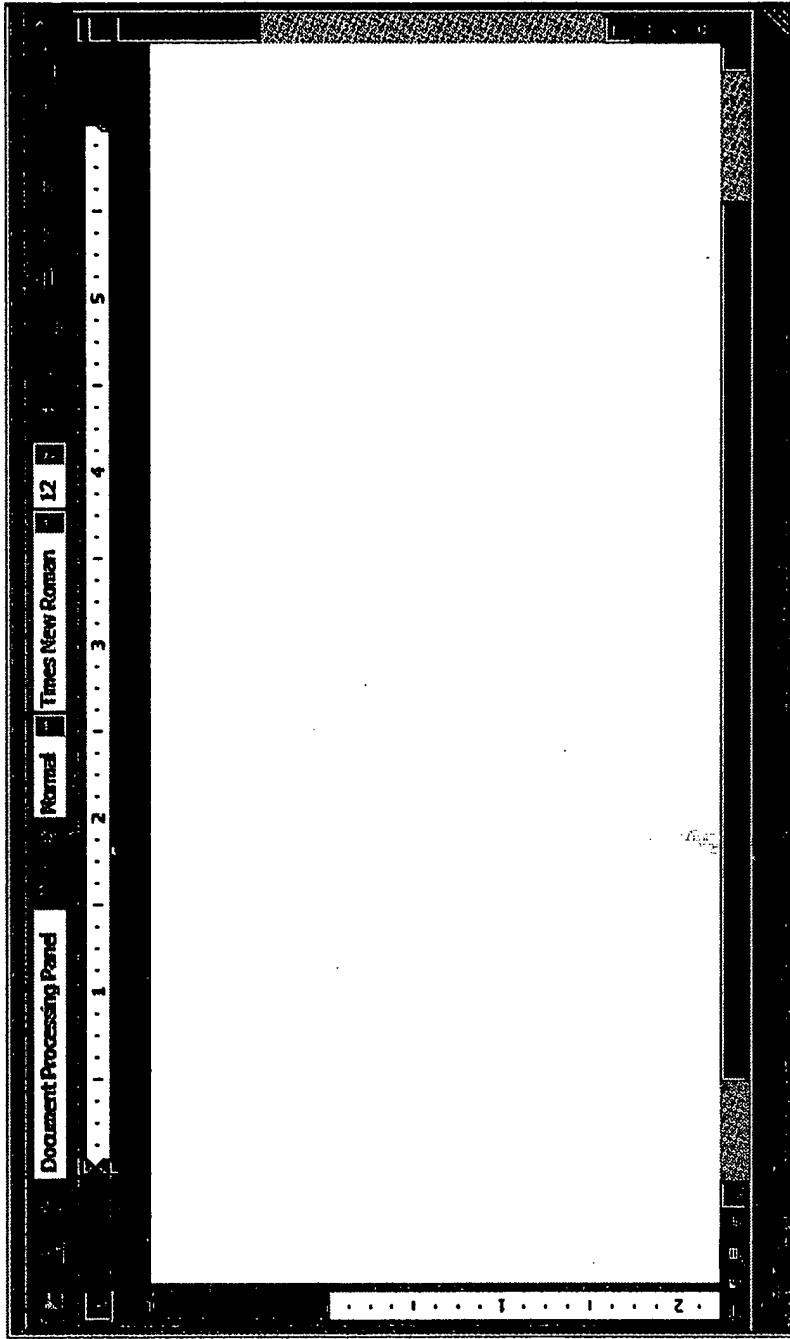
Control Panel for Generating Service Specific Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create or import the document into which you wish to embed the Service-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in World format to load correctly.



471/1046

FIG. 48J3D



472/1046

FIG 48J3E



Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Control Panel for Generating Service Systems S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- Microsoft Word Document format
- Adobe PDF Document format

483/1046



FIG. 4833F



Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

474/1096

4 | Back 1 2 3 4 5 Next >

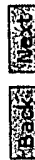


FIG. 48539



Central Panel for Generating Service Specific S-S Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Specific Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

475/1046



RIG. 48 J3 H



Control Panel for Generating Software Applications for Virtual Kiosks

Configure S-S Virtual Kiosks Create S-S Virtual Kiosks Modify S-S Virtual Kiosks Deploy S-S Virtual Kiosks Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded image you wish to create.

Secondary Image:

476 / 1046



FIG. 4853H

Control Panel for Generating Service Specific (3.3) Virtual Kiosks



Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001 | User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.

477/WALC

STEP 2: CUSTOMIZE Beefy-T Shirt

FIG. 48 J 3I

[Back](#) [Next](#)

470/1046

FIG. 48J 3J

Control Panel for Generating Service Specific (S) Virtual Kiosks



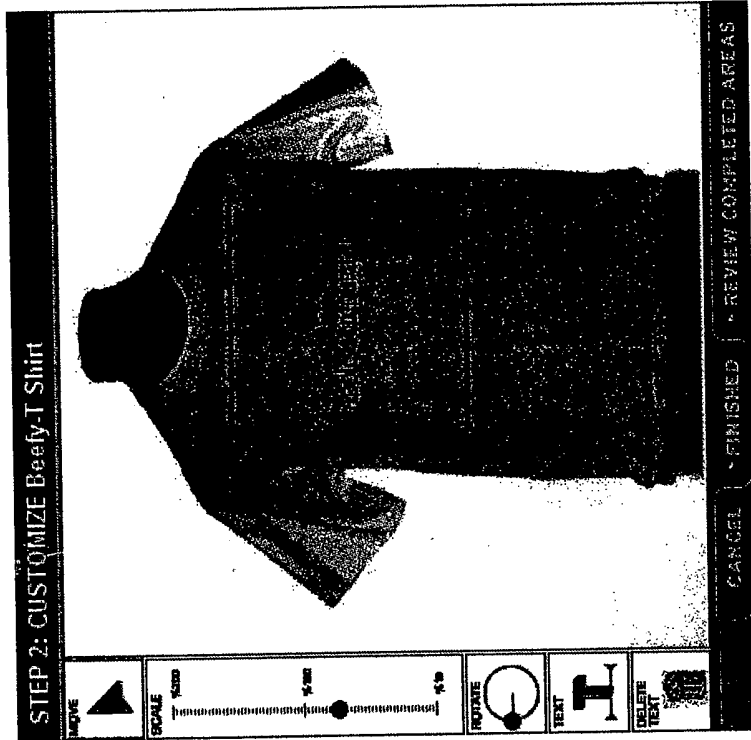
Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

SELECT THE SERVICE SPECIFIC IMAGE

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Service-Specific Virtual Kiosk.



479/1046

FIG. 48J3K



400/1046

FIG. 48J3L

Control Panel for Generating Service Specific (S-S) Virtual Kiosks



Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>

4 | 4 Back 1 2 3 4 5 Next | >

Back Next

FIG. 4853M

481/1046



Central Panel for Managing any or Several S-S Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Dep by S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Specific Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

402/1046



FIG. 48J3N



Control Panel for Configuring Service Stations & Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please Upload the Image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:

4837

1046

Back Next

FIG. 48530



General Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The selected Service-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Service-Specific Virtual Kiosks for Installation, you must first Activate them.

485/1046

FIG. 48JS



Control Panel for Generating Service Specifics (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID	Virtual Kiosk Name	Active
Here will go the VK ID	Here will go the service name	<input checked="" type="checkbox"/>
Here will go the VK ID	Here will go the service name	<input type="checkbox"/>
Here will go the VK ID	Here will go the service name	<input type="checkbox"/>
Here will go the VK ID	Here will go the service name	<input type="checkbox"/>
Here will go the VK ID	Here will go the service name	<input type="checkbox"/>

4 | Back 1 2 3 4 5 Next >>



FIG. 48 KI

400/1046



Configure V.S. Virtual Kiosks | Create V.S. Virtual Kiosks | Modify V.S. Virtual Kiosks | Activate V.S. Virtual Kiosks

Control Panel for Generating Vendor Specific (V.S.) Virtual Kiosks

Dep by V.S. Virtual Kiosks | Activate V.S. Virtual Kiosks

Standard Demonstration Mode

Control Panel for Generating Vendor Specific (V.S.) Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.139

98711046

FIG. 48 LI



Control Panel for Generating Vendor Specific V/S Virtual Kiosks

Configure V/S Virtual Kiosks | Create V/S Virtual Kiosks | Modify V/S Virtual Kiosks | Dea by V/S Virtual Kiosks | Activate V/S Virtual Kiosks

Standard Demonstration Mode

Brandkey Deliver Subsystem

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Do you wish to create a Vendor-Specific Virtual Kiosk for all registered Brands?

- Yes
- No

Do you wish to allow for creation of custom Vendor-Specific Virtual Kiosks?

- Yes
- No

By default do you wish to allow installation of Vendor-Specific Virtual Kiosks by Consumers?

- Yes
- No

400/1046



FIG.48LZ



Control Panel for Generating Vendor Specific V-S Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deactivate V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have selected to allow the following Retailers to install Vendor-Specific Virtual Kiosks you create. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Retailer Name	City	State	Zip/Postal Code	Country	Active
Retailer Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Retailer Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Retailer Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Retailer Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Retailer Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

44 | Back 1 2 3 4 5 Next >



FIG. 4843

4899/1046



Control Panel: New Generation Vendor Specific (V.S.) Virtual Kiosks

Configure V.S. Virtual Kiosks | Create V.S. Virtual Kiosks | Modify V.S. Virtual Kiosks | Deactivate V.S. Virtual Kiosks | Activate V.S. Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Retailers you wish to add to the list of Retailers allowed to install Vendor-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the retailer search.

Retailer Name:

City:

State:

Zip/Postal Code:

Country:

490/1046

FIG. 4874



Control Panel for Generating A Vendor Specific V-S Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deactivate V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Retailers matched your search criteria. Check the Add Retailer to add the Retailer to the list of Retailers allowed to install your Vendor-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Retailer Name	City	State	Zip/Postal Code	Country	Add Retailer
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	New York	New York	06903	United States	<input type="checkbox"/>
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

4 | 4 Back 1 2 3 4 5 Next > >>



FIG. 4875

496/1046



Control Panel For Generating Vendor Specific (V S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deactivate V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have selected to allow the following Industrialists to install Vendor-Specific Virtual Kiosks you create. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialists to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next | >>

992/1046



FIG. 48L6



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

[Search for Industrialists](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the industrialists you wish to add to the list of industrialists allowed to install Vendor-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the industrialist search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

999/1046

FIG. 48L7



Control Panel for Generating Vendor Specific IV by Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Dep. by V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Industrialists matched your search criteria. Check the Add Industrialist to add the Industrialist to the list of Industrialists allowed to install your Vendor-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

4 | Back 1 2 3 4 5 Next |

494!
1046



FIG. 48L8



Control Panel for Generating Vendor Specific V-S Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deactivate V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Set Forbidden Domains

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have chosen to forbid the following Domains from launching your Vendor-Specific Virtual Kiosks. If you wish to remove a Domain from the list, uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Domain to the Forbidden Domains List.

Domain Name	Forbidden
Domain Name 1	<input checked="" type="checkbox"/>
Domain Name 2	<input checked="" type="checkbox"/>
Domain Name 3	<input checked="" type="checkbox"/>
Domain Name 4	<input checked="" type="checkbox"/>
Domain Name 5	<input checked="" type="checkbox"/>

44 | Back 12345 Next >>



FIG. 4849

495/11046



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.mystore.com.

Root Domain Name:

496/11046



FIG. 48L10



Control Panel for Generating Vendor Specific (V.S.) Virtual Kiosks

Configure V.S. Virtual Kiosks | Create V.S. Virtual Kiosks | Modify V.S. Virtual Kiosks | Delete V.S. Virtual Kiosks | Activate V.S. Virtual Kiosks

Standard Demonstration Mod

Vendor Specific Promotional Advertising Spots

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please select the display mode that will be assigned to the Vendor-Specific Virtual Kiosks you will be creating in this section:

- Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
- Dual-Mode Display featuring Advertising Spots + the Brand Information Network
- Single-Mode Display featuring the Brand Information Network

997/1046



FIG. 48M1



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Delete V-S Virtual Kiosks | Activate V-S Virtual Kiosks | Search for V-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Brand Entities associated with your Client Account which you wish to add to the Vendor-Specific Virtual Kiosk. The Product Data String Records associated with the selected Brand Entities will be available for display in the Vendor-Specific Virtual Kiosk. You may search for Brand Entities by Trademark, Product Descriptor or Brand Entity Name. Enter the Search Criteria in the textbox, select the Brand-Related Key from the dropdown list, and then click the Search button to initiate the Brand Entity Search.

Search Criteria:

By: Trademark

FIG. 48M2

498/1046



[Configure V-S Virtual Kiosks](#) |
 [Create V-S Virtual Kiosks](#) |
 [Modify V-S Virtual Kiosks](#) |
 [Dep. by V-S Virtual Kiosks](#) |
 [Activate V-S Virtual Kiosks](#)

Standard Demonstration Mode



Client Account: DISNEY |
 Client Account No: 7145001 |
 User Name: John Smith

Select the Brand Entities which you wish to add to the Vendor-Specific Virtual Kiosk.

Brand Entity	Brand Entity Owner	Trademark (TM)	Product Descriptor (PD)	No. of Products	Add to Kiosk
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>

[Back](#) |
 [1](#) |
 [2](#) |
 [3](#) |
 [4](#) |
 [5](#) |
 [Next](#)

4991
1046



FIG 48M3

500/1046

Brandkey Deliver Subsystem



Control Panel for Generating Vendor Specific (V.S) Virtual Kiosks

Configure V.S Virtual Kiosks | Create V.S Virtual Kiosks | Modify V.S Virtual Kiosks | Deactivate V.S Virtual Kiosks | Activate V.S Virtual Kiosks

Standard Demonstration Mode

NAME: Vendor Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Name the Vendor-Specific Virtual Kiosk you have just created.

Vendor-Specific Virtual Kiosk Serial Number

Here will go the virtual kiosk ID

Back 1 2 3 4 5 Next



FIG. 48M4